
Washington State Ferries

Amenity Concept and Customer Satisfaction Study Final Report - December 2002



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Project Overview

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Background and Objectives

Washington State Ferries [WSF] is the largest ferry system in the United States, serving eight counties within Washington and the Province of British Columbia in Canada. Counties served include Pierce, King, Snohomish, Kitsap, Skagit, Island, San Juan, and Jefferson Counties. WSF's existing system has 10 routes and 20 terminals that are served by 29 vessels. In addition to regular ferry service providing service to both drive-on and walk-on passengers, passenger only ferries operate between Seattle / Bremerton and Seattle / Vashon.

WSF is in the process of evaluating its current concessions contract and potential new sources of revenue.

In addition, WSF requires baseline customer satisfaction data in order to make sound, reliable, customer-oriented decisions regarding changes and improvements to service delivery.

The objectives of this study are:

- To test interest in different types of amenities.
- To measure importance of and satisfaction with key elements of WSF service delivery.
- To measure the importance of and satisfaction with current amenities.
- To analyze differences in customer satisfaction and interest in new amenities across routes and passenger segments.

Project flow

Upon acceptance of the proposal, the project proceeded through phases of questionnaire development, data collection and reporting, as shown below.

Questionnaire Development and Pre-Testing

- Draft prepared and discussed with WSF and revised.
- Revised draft tested in two focus groups (August 7 and 8) with riders from Bremerton and Bainbridge.
- Questionnaire finalized and approved by WSF.
- Questionnaire pre-tested on three routes to practice process of distribution and collection.
 - Testing on routes for San Juan Islands, Mukilteo/Clinton and Fauntleroy/Vashon/Southworth.
 - Staff of three workers on smaller ferries and four workers on larger ferries.
 - No changes to procedures resulted from the pre-test.

Data Collection

- Took place from August 19 to September 20.
- Included 8 routes, excluding only Tahlequah/Point Defiance.
- Included initial plan of 39 round trips.
- Additional 45 trips added to supplement sample size.
- Questionnaires were distributed at terminal holding areas and on the ferries.
- Questionnaires were collected on the ferries.
- Some questionnaires were mailed back after completion (about 10%).
- A total of 6830 interviews were completed.

Reporting

- Completed questionnaires were coded and processed for tabulation.
- Initial tabular results were shared with WSF on October 20.
- Draft report was delivered to WSF on November 6.
- Final report delivered and presented to WSF on December 11.

Questionnaire Design

The questionnaire was designed to be completed by ferry riders while they were waiting for the ferry and/or onboard the ferry. The questionnaire was professionally typeset and printed by a WSF printing subcontractor, including the new WSF logo. The questionnaire included a brief introductory section explaining the purpose of the study. A business reply mail envelope was also distributed to any rider on an “as needed” basis. The questionnaires were numbered and batched to permit tracking during distribution and collection.

The printed questionnaire includes the following major sections:

- Overall satisfaction question.
- Open-ended comments from riders.
 - Things especially “liked” about WSF.
 - Areas of WSF that “need improvement”.
- Loyalty questions.
 - Likelihood to recommend riding the ferry.
 - Value of riding the ferry in monetary terms.
 - Value of the ferry for preserving culture of the areas served.
 - Likelihood of riding the ferry again [among full fare riders only].
 - Alternate mode of travel if ferry not available [among full fare riders only].
- Expected frequency of using new amenities under consideration (25 items).
- Diagnostic satisfaction questions.
 - Importance of / satisfaction with ferry amenities (15 items).
 - Importance of / satisfaction with ferry services (33 items).
 - Recommendations for the smoking policy.
- Classification of ferry usage.
- Demographics.

A copy of the questionnaire is shown in the Appendix.

Sampling Plan

Based on discussions with WSF, eight routes were sampled –

- 1) Fauntleroy / Vashon,
- 2) Fauntleroy / Southworth,
- 3) Seattle / Bremerton,
- 4) Seattle / Bainbridge,
- 5) Edmonds / Kingston,
- 6) Mukilteo / Clinton,
- 7) Port Townsend / Keystone, and
- 8) Anacortes / San Juan Islands.

The sampling unit is round trips, from origin to destination and returning after 30 minutes to the origin.

Surveys were distributed to all passengers on board and/or waiting for the sampled trip.

The number of completed surveys is roughly proportional the percent of riders on the route.

For smaller routes and/or those with a limited number of trips, extra trips were sampled to achieve a large enough cell size to provide reliable route level analysis.

The sampling plan for completing surveys included a total of 39 round trips across the specified routes, plus 45 additional round trips to supplement the sample size. Additional trips were sampled due to lower than expected productivity per trip.

Data collection occurred from August 23 to September 20 – encompassing both weekday and weekend periods.

For purposes of this study, WSF separated Fauntleroy / Vashon and Fauntleroy / Southworth. However, with the exception of some trips, these routes use the same boats. Therefore, we have combined the two routes and sampling for those that are the same trips; additional sampling was conducted on the direct Fauntleroy / Southworth trips.

The original sampling plan and the actual results are shown on the following page.

Summary of the Sampling Plan and Actual Results of Data Collection for the Project

Route	2001 RIDER STATISTICS				SAMPLING PLAN			ACTUAL SAMPLING		
	Total Riders 2001	% of Total Riders	Average Number of Daily Yoked Trips	Average Number of Passengers / Trip	Estimated Number of Sampled Trips	Estimated Number of Completed Surveys	Estimated % of Completed Surveys	Actual Number of Sampled Trips	Actual Number of Completed Surveys	Actual % of Completed Surveys
Fauntleroy – Vashon	2,075,872	9%	33	172	8	689	9%	11	596	9%
Fauntleroy-Southworth	995,243	4%	5	545	1	273	4%	10	336	5%
Mukilteo – Clinton	4,168,096	18%	40	285	8	1142	15%	15	884	13%
Seattle – Bremerton	2,311,489	10%	15	422	4	844	11%	11	1113	16%
Seattle – Bainbridge	6,913,283	30%	24	789	6	2368	31%	17	1840	27%
Edmonds – Kingston	4,706,085	21%	17	758	4	1517	20%	10	992	14%
Keystone – Port Townsend	820,167	4%	15	150	5	375	5%	6	529	8%
Anacortes – Friday Harbor	791,762	3%	7	310	3	465	6%	4	541	8%
	22,781,997	100%	156	3433	39	7672	100%	84	6830	100%

Data Collection

An adequate number of data collection personnel were assigned to each trip based on the size of the boats scheduled for that trip. A minimum of three persons were assigned to each trip; larger boats require up to four persons (2 to cover the passenger cabins and 2 to cover the car deck). Data collection personnel also covered the terminal and loading areas for approximately one-half hour in advance of the scheduled departure time.

The following number of data collection personnel was scheduled for each route.

Route	# of Interviewers Per Trip
Fauntleroy – Vashon – Southworth	3
Tahlequah – Point Defiance	3
Seattle – Bremerton	4
Seattle – Bainbridge	4
Edmonds – Kingston	4
Mukilteo – Clinton	3
Keystone – Port Townsend	3
Anacortes – Friday Harbor	4

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Weighting the Data to Reflect True Proportions of Ridership by Route

As noted in the previous section, sample sizes were artificially increased for the smaller routes to ensure every route's sample size was large enough to analyze results for the route. As a result, some routes were sampled in excess of their natural proportion of ridership, and other routes were under-sampled. These relationships are shown in the table below.

In order to ensure the disproportionate sampling by route does not bias the results of the study, the total sample results of the study are weighted to reflect the proportion of ridership from 2001. For example, this means the results for Anacortes-Friday harbor are "weighted down" from 8% to 3.5%. In other words, the sample of n=541 from this route has an influence on the total sample results that is equivalent to just n=6830 X 3.5%, or n=237 instead of n=541. Weighting the data in this fashion is a commonly accepted practice, allowing a better analysis by route and by the total sample. With weighting of the data, study results are projectable to total ferry system ridership for the 8 routes sampled, as well as by route.

Route	POPULATION		ACTUAL SAMPLE		WEIGHTED SAMPLE	
	Total Riders in 2001	% of Total Riders in 2001	Actual Number of Completed Surveys	Actual % of Completed Surveys	Weighted Number of Riders	Weighted % of Completed Surveys
Fauntleroy – Vashon	2,075,872	9.1%	596	8.7%	622	9.1%
Fauntleroy-Southworth	995,243	4.4%	336	4.9%	298	4.4%
Mukilteo – Clinton	4,168,096	18.3%	884	12.9%	1250	18.3%
Seattle – Bremerton	2,311,489	10.1%	1113	16.3%	693	10.1%
Seattle – Bainbridge	6,913,283	30.3%	1840	26.9%	2073	30.3%
Edmonds – Kingston	4,706,085	20.7%	991	14.5%	1411	20.7%
Keystone – Port Townsend	820,167	3.6%	529	7.7%	246	3.6%
Anacortes – Friday Harbor	791,762	3.5%	541	7.9%	237	3.5%
Total	22,781,997	100%	6830	100%	6830	100%
Commuters	10,251,898	45%	3366	49%	3577	55%

Statistical Significance

In interpreting survey results, readers should keep in mind that all surveys are subject to sampling error. Sampling error is the extent to which the results may differ from what would be obtained if the whole population were surveyed. The size of such sampling error depends completely on the number of interviews completed. The larger the sample, the smaller the sampling error.

The overall margin of sampling error for this survey for questions asked of all respondents is plus or minus 4.9% percent. The following table illustrates the error associated with different proportions at different sample sizes and can be used to determine sampling error for subgroup analysis.

Error Associated With Different Proportions At Different Sample Sizes At The 95% Confidence Level

Sample Size	Estimate				
	10% 90%	20% 80%	30% 70%	40% 60%	50% 50%
50	8.3%	11.1%	12.7%	13.6%	13.9%
100	5.9%	7.8%	9.0%	9.6%	9.8%
200	4.2%	5.5%	6.4%	6.8%	6.9%
300	3.4%	4.5%	5.2%	5.5%	5.7%
400	2.9%	3.9%	4.5%	4.8%	4.9%
500	2.6%	3.5%	4.0%	4.3%	4.4%
1,000	1.9%	2.5%	2.8%	3.0%	3.1%
1,200	1.7%	2.3%	2.6%	2.8%	2.8%
2,400	1.2%	1.6%	1.8%	2.0%	2.0%

Differences in responses among key subgroups are an important focus of analysis. If a particular difference is large enough to be unlikely to have occurred due to chance or sampling error, then the difference is *statistically* significant. If results or numbers are different to the extent that the difference would matter from a managerial perspective, the difference is *practically* significant. To be *practically* significant, the difference must be *statistically* significant. However, a *statistically* significant difference may not be *practically* significant.

Interpretation of Satisfaction Results

The results of this baseline wave of satisfaction tracking will become the norm against which results of future waves are compared, in order to determine the trend of satisfaction with WSF performance. At this time, no pre-existing norms are available to evaluate the results of this study.

Still, results internal to this study provide guidance for interpretation of WSF performance. Recent advances in the understanding of customer satisfaction have shown that a satisfied customer is not necessarily assured of being a loyal customer. Additional questions have been developed to measure customer loyalty, which is felt to be the more ultimate objective instead of mere satisfaction.

Loyalty questions address issues like “intent to ride the ferry again in the future”. However, this question is not felt to be appropriate for the vast majority of ferry commuters who do not have transportation alternatives, other than the ferry, at least not in the short run. This question is included in the study, but only among full-fare riders.

The loyalty measure felt to be most relevant for setting performance objectives for this study is the willingness of riders to “recommend riding a ferry to other people like themselves.” An analysis of recommendations among riders with different levels of satisfaction, shown below, shows that riders who are “extremely satisfied” or “somewhat satisfied” have about a 90% (or greater) positive predisposition to recommend riding the ferry to other people. However, if satisfaction with WSF is neutral or negative, predisposition not to recommend the ferry increases dramatically to 45% among riders with neutral satisfaction, up to 83% among those who are “extremely dissatisfied”.

Therefore, for the understanding of customer satisfaction in this study, the focus of the analysis is upon the top two ratings of “extremely satisfied” or “somewhat satisfied”. Ratings of neutral or negative satisfaction are all felt to be unfavorable evaluations of WSF performance, since these customers would tend not to recommend the ferry to other people.

	% Extremely Satisfied	% Somewhat Satisfied	% Neutral	% Somewhat Dissatisfied	% Extremely Dissatisfied
<u>Recommend the Ferry Rating</u>					
Definitely Would	85	41	13	7	6
Probably Would	12	46	40	25	9
Neutral	2	11	40	41	17
Probably Would Not	*	1	6	23	34
Definitely Would Not	*	*	1	3	34

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Report Format

The WSF Customer Satisfaction and Concessions Report is organized in the following sections:

- Executive Summary
- Findings by question
- Appendix
 - Questionnaire

For the findings in key sections on the usage of new amenities and customer satisfaction with services and amenities, the analysis begins with a summary of findings for the entire WSF system. Afterward, the analysis continues on a more detailed basis by route or by terminal.

All questions in the study have been calculated and reported based on all respondents answering the questions.

It is important to note that percentages in some of the following figures do not always add to 100%. In instances where the scales have been condensed, a difference of 1% between percentages may occur due to rounding error.

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Executive Summary

The executive summary is divided into sections, interest in new amenities, importance of services and customer satisfaction.

Interest in New Amenities

This study's investigation of interest in new amenities should be viewed as an initial screening of ideas for revenue sources and additional amenities for WSF customers. Additional concept testing should be conducted, as needed, to further refine these new business opportunities.

1. Overall, the results show a broad level of interest in a range of potential new amenities, especially on the ferries. On average, 18% of riders indicate they would use a new service offered on the ferry on half or more of their trips, and about 40% indicate they would use the new amenities at least occasionally or more often.
2. Expected usage of amenities is lower in the terminals, averaging about 11% compared to 18% on the ferries. This finding makes sense since many riders do not enter the terminal for a ferry trip, or their time in the terminal may be very brief.
3. Ferry-based amenities tend to be more popular on longer trips, like Bremerton, and tourist routes, like San Juans and Port Townsend/Keystone.
4. The most popular new service ideas, for both the ferries and the terminals, are...
 - Food courts,
 - Beverages including espresso and alcohol, and
 - Reading materials including a newsstands and bookstores.

Importance of Services

1. The most critical factors influencing satisfaction among WSF riders are the closely related ideas of on-time performance and route reliability. This conclusion is not surprising since these ideas encompass the core transportation service provided by WSF.
2. In addition, the most important factors influencing customer satisfaction, rated "extremely important" among over half the riders, include the following health, safety and customer service issues ...
 - On-Time Performance / Route Reliability,
 - Cleanliness Of Restroom / Food Service / Dining Area / Ferry,
 - Enforcement Of Rules On Smoking,
 - Ease Of Loading / Exiting The Ferry and Exiting the Terminal,
 - Clear Directions From Employees Loading Ferry,
 - Ease Of Purchasing Tickets At The Ferry Terminal,
 - Enforcement Of Rules On Rowdiness, and
 - Friendly / Helpful Ferry Employees.

Customer Satisfaction

Overall, WSF has a significant base of support for its performance. Many riders would recommend riding the ferry to their peers. Riders appreciate the value of the ferry to preserve the culture of the areas it serves.

At the same time, nearly one in three commuters is dissatisfied.

Favorable Ratings

1. Three out of four ferry riders (75%) are satisfied with WSF. Results are more favorable among full-fare riders (79%), compared to commuters (71%).

2. These overall results are reinforced by related findings...

- 79% of all riders would recommend the ferry to other people (72% among commuters), and
- 80% of all riders feel it is important for the ferry to preserve the culture and character of the areas they serve (75% among commuters).

3. In their own words, riders especially like WSF because...

- The ride is relaxing and fun (49%),
- The operations run smoothly (33%), and
- The service is fast and convenient (32%).

Areas in Need of Improvement

1. One in four ferry riders (25%) is dissatisfied with WSF, including 21% among full-fare riders and 29% among commuters.
2. The areas, volunteered most frequently by riders, in which WSF needs improvement are to...
 - Reduce the fares (28%),
 - Provide more boats / more runs (25%),
 - Keep ferries on schedule (14%),
 - Improve customer service (12%),
 - Improve the food / beverages (10%), and
 - Provide more improvements / better upkeep (6%).
3. The finding that high fares are a big issue among riders is expected, in view of fare increases over the past two years of 20% in 2001 and 12.5% in 2002.
4. One in four riders (25%) volunteers comments about ferry capacity; that is, riders want more boats and more scheduled runs.
5. The ferry routes with the greatest need for improvement in service levels are Vashon and Southworth. On-time performance is an important issue for these routes.
6. Based on rider evaluations, the terminals with the greatest need for improvement are Seattle, Bainbridge, Fauntleroy, Vashon and Southworth.

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Mix Of Commuter / Full-Fare Rider In This Study

For reporting purposes, a *commuter* is defined as:

- One who either uses discounted tickets or coupons (this excludes seniors and half-price riders);
- Or (if the rider did not indicate their type of fare payment), a commuter is one who takes 2 or more ferry rides per week.

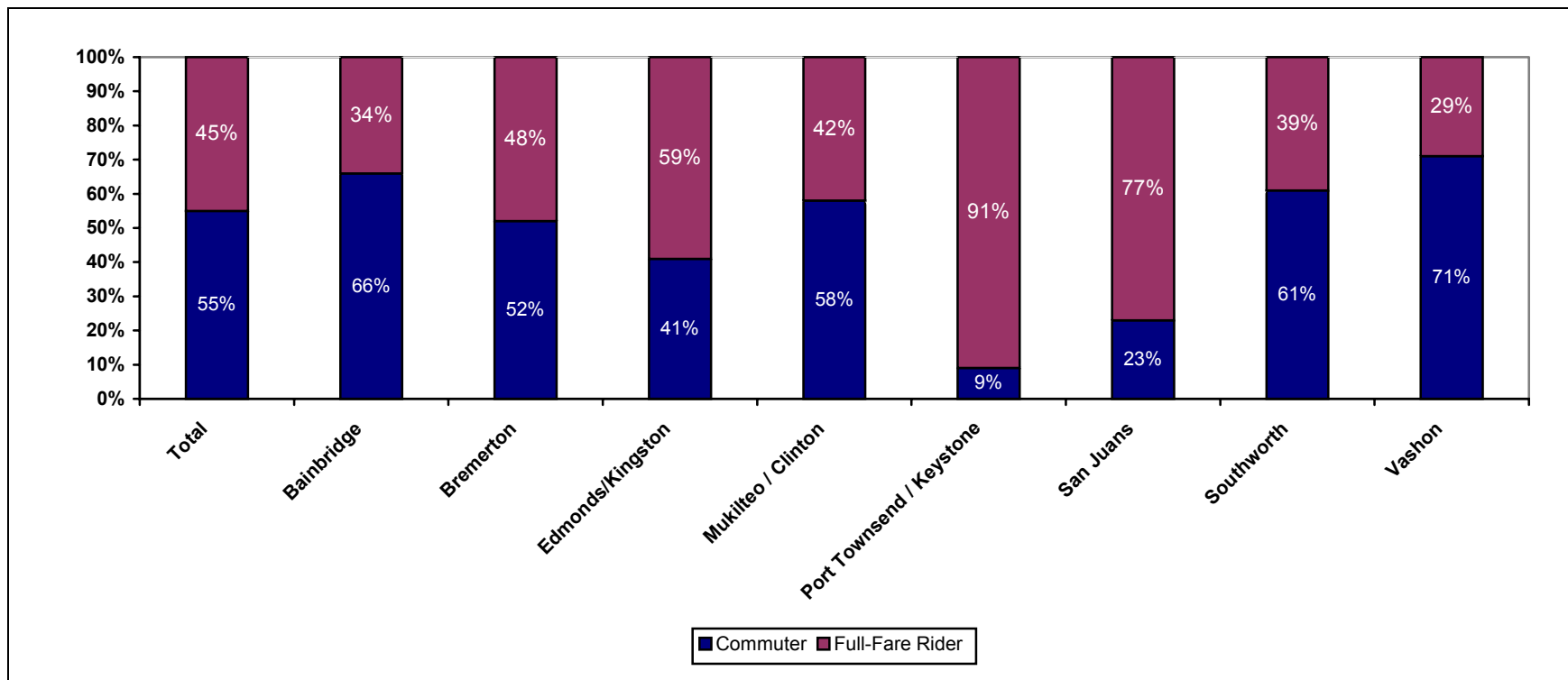
Conversely, a *full fare* rider is defined as:

- One who uses any other type of full-fare type payment;
- Or (if the rider did not indicate their type of fare payment), a full fare rider is one who takes fewer than 2 ferry rides per week.

These definitions are consistent with WSF's standard definition of commuters and full-fare riders. The mix of commuters (52%) and full-fare riders (48%) in the study is generally representative of the natural mix of ferry riders throughout the year.

This mix provides assurance that the key audience of commuters was properly represented. Actual WSF ridership records from 2001 show a mix of 45% commuters versus 55% full-fare riders.

(Base = All Respondents)



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Importance of WSF Services and Amenities

During the diagnostic portion of the questionnaire, in which customers were asked to evaluate their satisfaction with various services, they were also asked to evaluate the importance of these services. The results of the "importance" ratings are very useful to understand the priorities among riders for reporting their satisfaction with WSF services. For this analysis, the specific services and amenities were grouped together, for simplicity, for the cases in which the separate services and their ratings were very similar.

The single most critical area of performance among ferry riders is on-time performance and route reliability, with the highest importance rating, by far, of 80%. (In the questionnaire, this topic is split into its two components, but the results are virtually identical). This finding is not surprising, as this is the core transportation service provided by WSF, and the ferry is a routine commuting vehicle for many of its riders.

A second tier of very important performance areas includes a mixture of issues including...

- Cleanliness of restroom and food service areas (63%),
- Enforcement of smoking rules (63%),
- Operations-related tasks of ticketing, loading and unloading the ferry (59% to 64%),
- Enforcement of rules about rowdiness (58%), and
- Employee courtesy to customers (56%).

Besides the additional operations-related issues, most of these ideas deal with health and safety of passengers.

The high importance of employee courtesy suggests attitudes among employees are a concern among ferry riders.

The balance of the ferry services and amenities are listed below in descending order of their importance ratings.

In addition, ratings of satisfaction with each of the performance areas is provided, for convenience, as a preview to analyses shown later in the report.

The analysis shown below displays importance based on the highest rating of “Extremely Important”. Hereafter in the report, importance is reported on the basis of the top two ratings of “Extremely Important” and “Somewhat Important”.

Ferry Service and Amenities	% Extremely Important	% Extremely / Somewhat Satisfied
On-Time Performance / Route Reliability	80%	71%
Cleanliness Of Restroom / Food Service / Dining / Ferry	64	66
Enforcement Of Rules On Smoking	63	64
Ease Of Loading / Exiting The Ferry / Terminal	63	70
Clear Directions From Employees Loading Ferry	64	66
Ease Of Purchasing Tickets At The Ferry Terminal	59	67
Enforcement Of Rules On Rowdiness	58	60
Friendly / Helpful Ferry Employees	56	66
Road Signage To The Terminal	51	62
Availability Of Ferry Schedule Brochures	50	79
Clarity Of Onboard Announcements	49	50
Comfort Of Onboard Seating	45	71
Buses are running when needed at destination / at origin	76	57
Easy ferry access for disabled people	62	47
Cleanliness Of Destination Terminal / Where You Started	42	63
Overall Appearance Of The Ferry	41	71
Friendliness of food service staff	41	59
Closeness of bus stop to terminal of origin / Destination	65	51
Availability Of Fare Brochures	37	67
Enforcement Of Rules On Animals	38	54
Ability To Contact Crew Members Onboard Ferry	37	52
Price of the food / beverages	38	25
Overall Appearance Of Destination Terminal / Origin / Restroom	41	58
Quality of food and beverages on the ferry	32	41
Content of information at web site / helpfulness of email alerts	25	36
Newspaper vending on the ferry	23	52
Variety of food / beverages available on the ferry	20	38
Price of vending machines on the ferry / at the terminal	19	15
Maps, photos, and other onboard decorations	16	51
Brochure racks and advertising onboard / terminal	14	48
Food and beverage vending machines on the ferry / at terminal	10	20

Q2 Overall Satisfaction With Washington State Ferries

Overall customer satisfaction of 75% "Extremely/Somewhat Satisfied" is felt to represent a significant level of approval of the services provided by WSF. However, the fact that 25% of customers are not satisfied indicates a large potential for improvement of WSF services.

It is not surprising to find satisfaction is significantly higher among full fare riders (79%), compared to commuters (71%). While the vast majority of commuters is satisfied, this finding dramatizes the fact that nearly one in three commuters (29%) is at some risk of changing transportation modes if they had an alternative.

By route, satisfaction ratings are highest on Port Townsend/Keystone (86%), which is heavily traveled by tourists.

Satisfaction is lowest among riders to Vashon and Southworth (58% and 59%), commuter routes that commonly experience service delays.

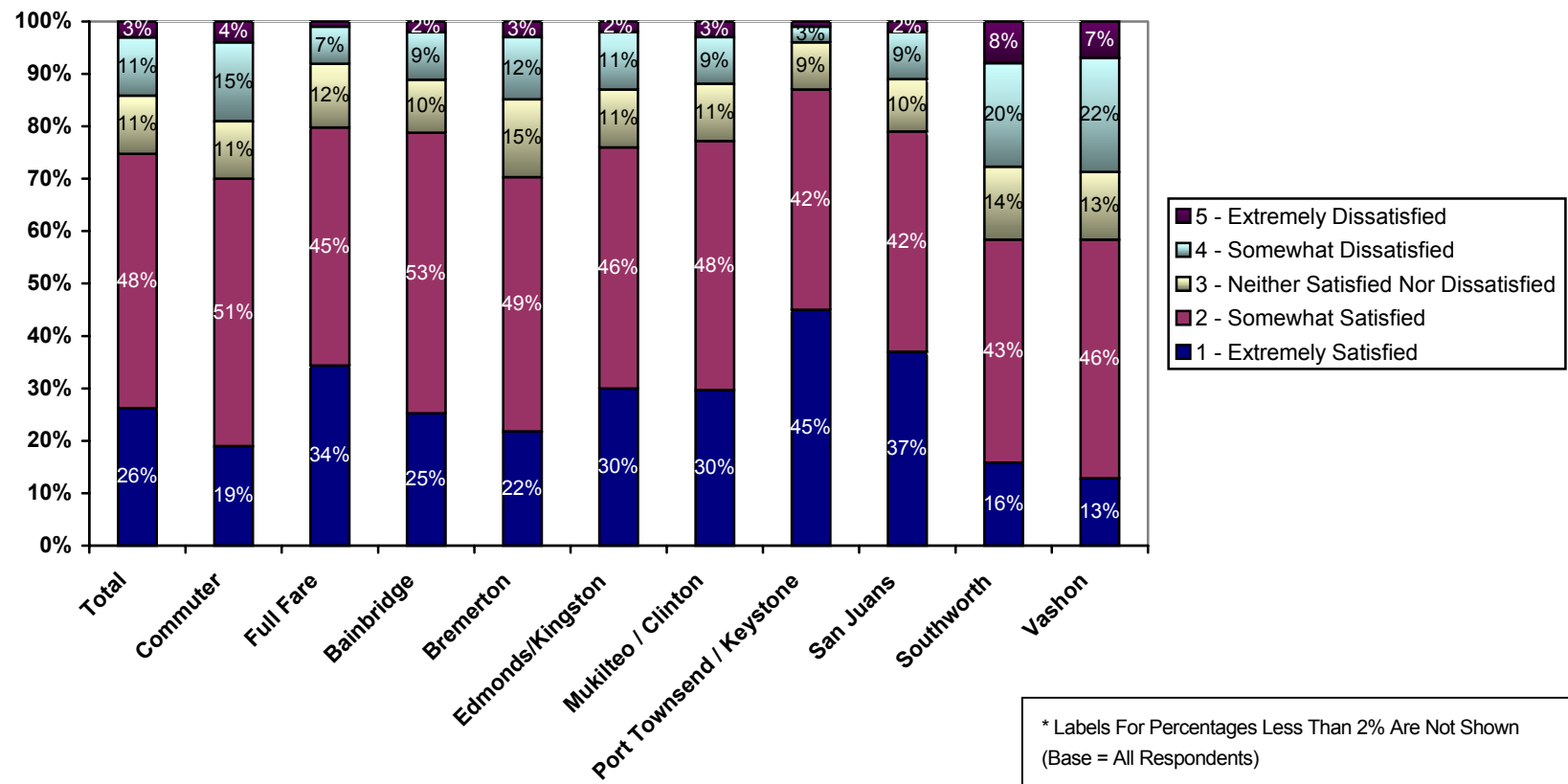
Demographic trends, not shown on this graphic, indicate that riders tend to be more satisfied with WSF with increases in age, education, income, and among females compared to males.

Overall, how satisfied are you with Washington State Ferries?

Respondents were asked to rate how satisfied they are, *overall*, with Washington State Ferries, on a '1' to '5' scale where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied.'

Percent Of Riders Who Are "Extremely Satisfied" or "Somewhat Satisfied"										
Total	Commuter	Full Fare	Bainbridge	Bremerton	Edmonds	Mukilteo	PT – Key	San Juan	Southworth	Vashon
75%	71%	79%	79%	70%	76%	77%	86%	79%	59%	58%

Overall Satisfaction With Washington State Ferries



Q5 Likelihood To Recommend Riding A Washington State Ferry To Others

General support of WSF overall performance is also shown in the likelihood of riders to recommend the ferry to other people.

About 4 in 5 riders (78%) recommend the ferry for other people like themselves, including 84% among full fare and 73% among commuters.

The finding that 26% of ferry commuters are not predisposed to recommend the ferry to others is very consistent with the earlier finding of 19% of commuters who are dissatisfied with WSF performance.

Predisposition to recommend the ferry, among subgroups, follows a pattern, which is very similar to the previous measure...

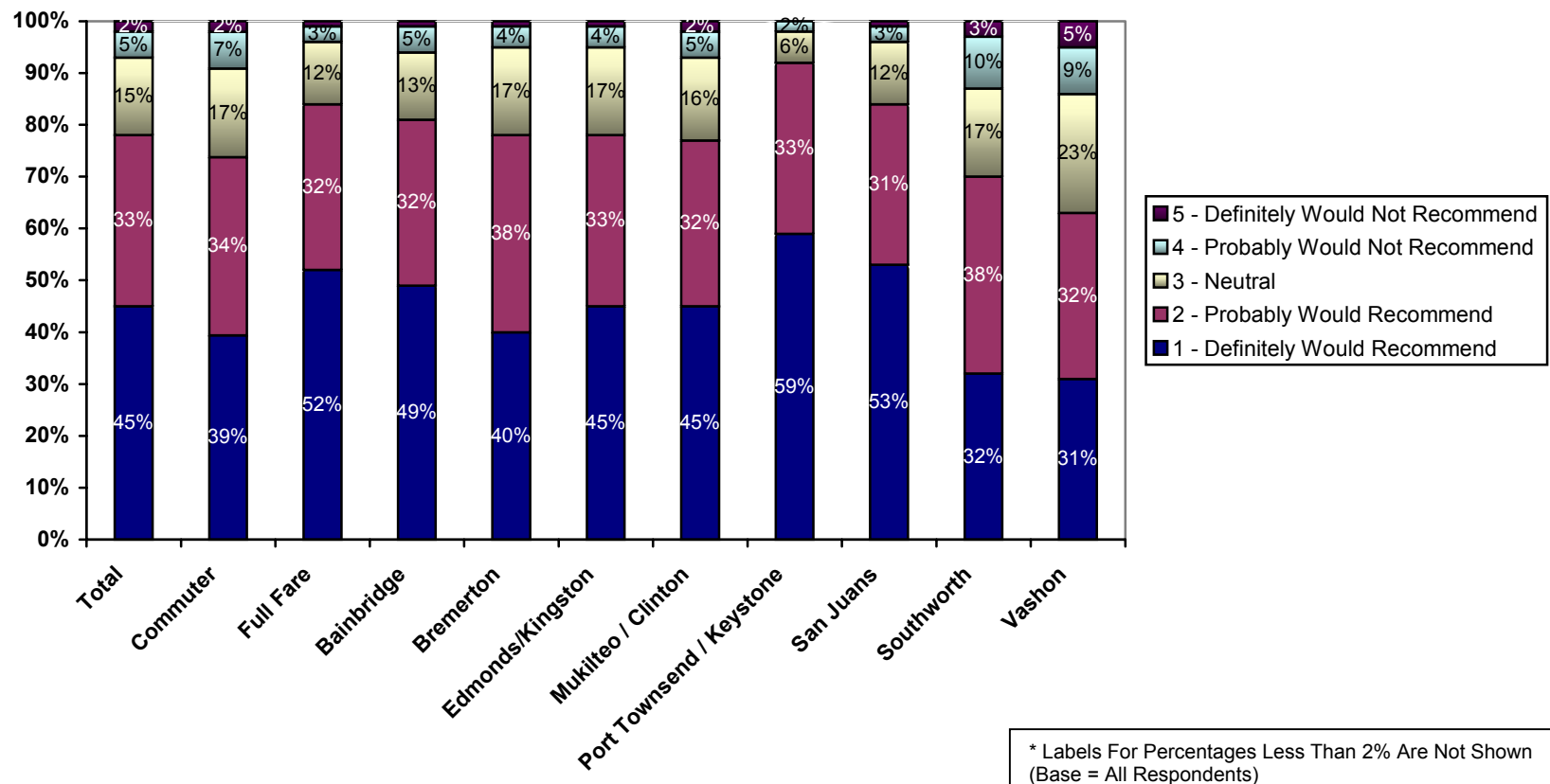
- Higher on routes serving more full-fare riders,
- Lower among Vashon and Southworth riders, and
- Slightly higher among older, better educated, higher income riders and females.

Thinking about your situation as a commuter or a full fare rider on the ferry, how likely would you be to recommend riding a Washington State Ferry to other people like yourself?

Respondents were asked to rate how likely they are to recommend riding on a Washington State Ferry to other people like themselves on a '1' to '5' scale, where '1' means 'Definitely Would Recommend' and '5' means 'Definitely Would Not Recommend'.

Percent Of Riders Who “Definitely Would Recommend” or “Probably Would Recommend” Riding The Ferry										
Total	Commuter	Full Fare	Bainbridge	Bremerton	Edmonds	Mukilteo	PT – Key	San Juan	Southworth	Vashon
78%	73%	84%	81%	78%	78%	78%	92%	85%	70%	64%

Likelihood To Recommend Riding A Washington State Ferry To Others



Q7 Value of Washington State Ferries To Preserve The Character And Culture Of The Areas They Serve

A Custom loyalty measure, the importance of the ferry for preserving the character and culture of the areas they serve, was intended to quantify a less tangible value of the ferry system to the Puget Sound communities it serves.

The importance of the ferry for preserving area character and culture shows positive results (80% very or somewhat important), equally strong across all income groups.

As shown on earlier measures, results are stronger among full fare riders (84%) compared to commuters (76%). These results are still felt to be very strong among commuters, and they help explain why commuter satisfaction ratings are as high as they are.

The importance of the ferry for preserving area culture runs deepest among riders to the San Juan Islands (87%).

The importance of preserving culture is weakest among Southworth riders (68%), who have the easiest option to travel to Seattle by car.

As on related measures, importance of ferries to preserve culture increases slightly with age, education and among women, but not by income. All income levels value the WSF cultural importance equally.

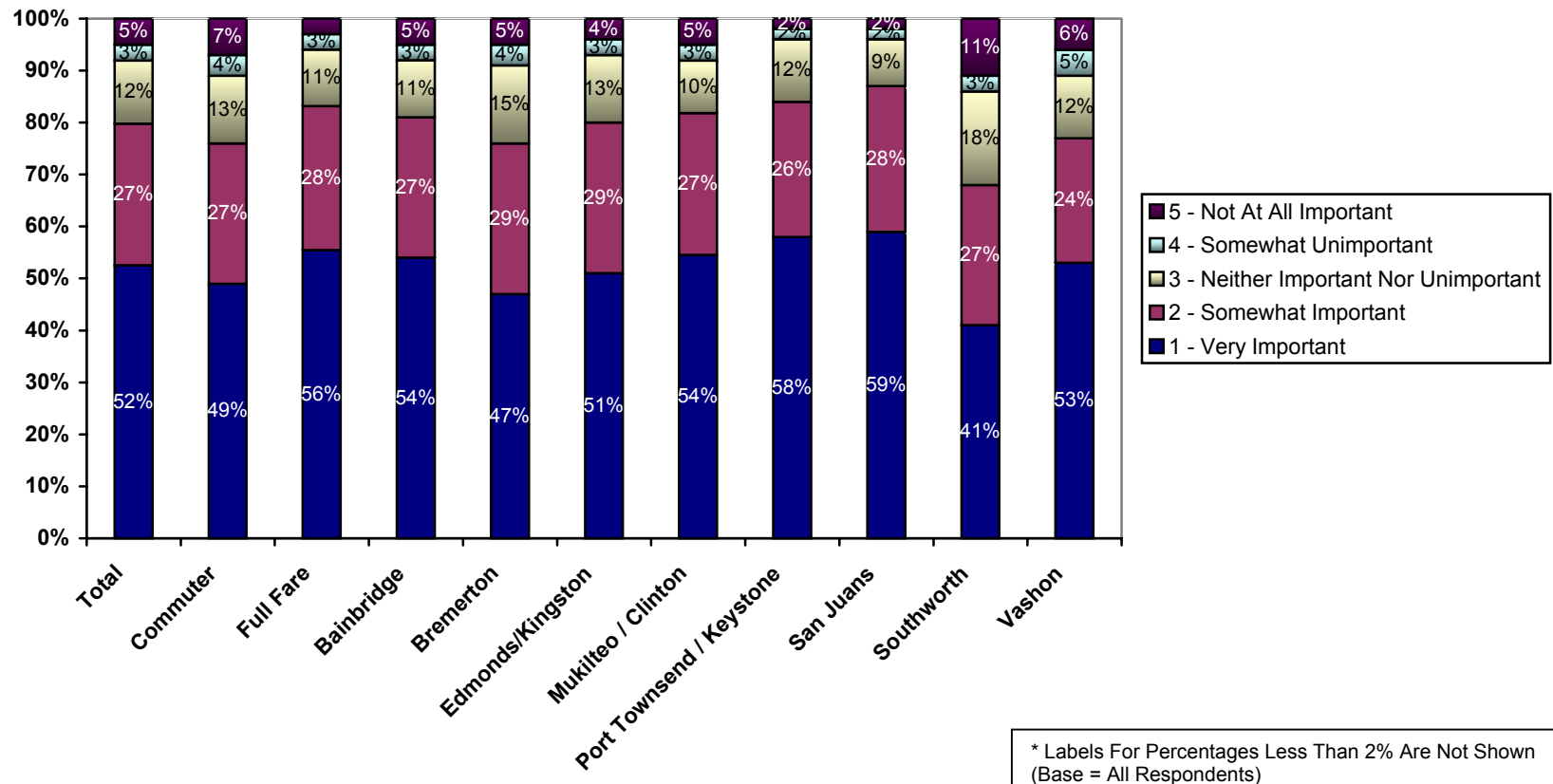
In addition to the fact that ferries provide transportation, some people feel the ferries also help preserve the unique character and culture of the different areas they connect. How valuable is it to you for Washington State Ferries to continue to preserve the character and culture of the areas they serve?

Respondents were asked to rate how valuable it is to them for Washington State Ferries to continue to preserve the character and culture of the areas they serve on a '1' to '5' scale, where '1' means 'Very Important' and '5' means 'Not At All Important'.

Percent Of Riders For Whom Value of Ferries to Preserve Area Character and Culture is "Very or Somewhat Important"

Total	Commuter	Full-fare	Bainbridge	Bremerton	Edmonds	Mukilteo	PT – Key	San Juan	Southworth	Vashon
79%	75%	86%	81%	76%	80%	81%	84%	87%	68%	77%

Value of Washington State Ferries To Preserve The Character And Culture Of The Areas They Serve



Q3 Things Especially Liked About WSF

After the overall satisfaction question, and before additional questions, riders were asked to volunteer comments about the things they especially like about WSF. The purpose of this question is to encourage riders to prioritize issues in their own minds, and get their own ideas out in the open, before the content of subsequent survey questions has a chance to influence how they feel about WSF by introducing issues on which the riders might otherwise not have been focused.

This measure addresses the things especially liked about WSF.
In their own words, riders especially like the ferries because...

- The ride is relaxing and fun (49%),
- The operations run smoothly (33%),
- The service is fast and convenient (32%),
- Riding a ferry beats driving (10%).

Bremerton riders are most likely to enjoy the relaxation (59%), perhaps due to the 60 minute length of their ride.

Southworth riders also are more likely to enjoy the relaxation (61%), perhaps in comparison to the alternative to a commute by car.

Ferry operations are most appreciated by Bainbridge riders (39%), specifically focusing on the reliability and dependability of the ferry.

Speed and convenience of the ferry is most appreciated among Mukilteo/Canton riders (42%), primarily because this ferry is more likely to be perceived to be on time.

The preference for riding the ferry, compared to driving, is most often mentioned among Bremerton (24%), Southworth (25%) and Vashon riders (12%). Some other routes do not have an option to drive a car instead of riding the ferry.

What do you especially like about Washington State Ferries?

Verbatim Response	Total	Com-muter	Full-Fare	Bain-bridge	Brem-erton	Edmonds /Kingston	Mukilteo /Clinton	Port Townsend /Keystone	San Juans	South -worth	Vashon
RELAXING / FUN (NET)	49%	49%	50%	53%	59%	46%	39%	42%	51%	61%	51%
The View / Scenery	16	14	20	16	18	18	13	19	23	18	16
Relaxing / Chance to Relax, Read, etc.	18	20	15	21	22	17	14	7	16	19	19
The Ride / The Ferry Experience	5	4	7	5	4	5	5	7	6	7	6
Ferries Unique To Washington / Novelty	3	2	3	2	2	3	3	4	3	3	3
It's a Nice Commute	2	3	1	3	2	1	1	1	<1	2	3
Comfortable Seats	3	3	3	5	3	2	1	3	5	2	1
Lots of Room to Sit / Seating Capacity	2	2	2	3	2	1	1	<1	5	1	1
"Fun"	2	1	2	1	1	1	3	2	1	2	0
OPERATIONS / JOB WELL DONE (NET)	33	36	30	39	24	30	34	30	36	27	33
Friendly Crew / Good Attitudes	15	17	12	17	10	12	15	15	16	14	17
Ferries are Clean	12	11	14	14	8	14	10	11	16	9	8
Ferries are Reliable / Dependable	9	11	6	11	6	5	12	6	5	5	6
Good Safety Record	2	3	2	2	2	2	2	2	2	2	4
FAST / CONVENIENT (NET)	32	30	35	28	31	36	42	32	31	23	24
Ferries are On-time / Run On-schedule	14	14	13	11	12	14	21	11	19	12	11
Convenient	9	7	11	9	10	10	9	10	5	5	6
Frequent Service	4	4	4	4	3	5	6	1	2	3	3
Like Hours of Operation / The Schedule	3	3	3	3	3	4	5	4	1	1	1
Fast	2	1	3	1	3	3	2	2	1	2	2
Easy to Use	2	1	3	2	2	2	2	2	3	2	2
BEST TRAVEL OPTION / ONLY WAY (NET)	19	22	17	18	32	16	15	18	13	35	25
Better Than Driving I-5 / Avoid Traffic	10	11	9	10	24	7	4	7	<1	25	12
It Gets Me There/Where I Want To Go	7	8	6	7	7	8	8	9	8	9	8
Only Way Off/On Island	2	2	2	2	1	1	3	2	5	3	5

Responses given by 1 percent or fewer respondents are not shown.

Q6 Of Value Of Riding A Washington State Ferry

Only about half the ferry riders (48%) indicate the ferry is a “very good/good value” for the money.

The monetary value of the ferry, defined as “what you receive for the amount you pay”, is felt to be somewhat higher among full fare (51%) compared to commuters (45%).

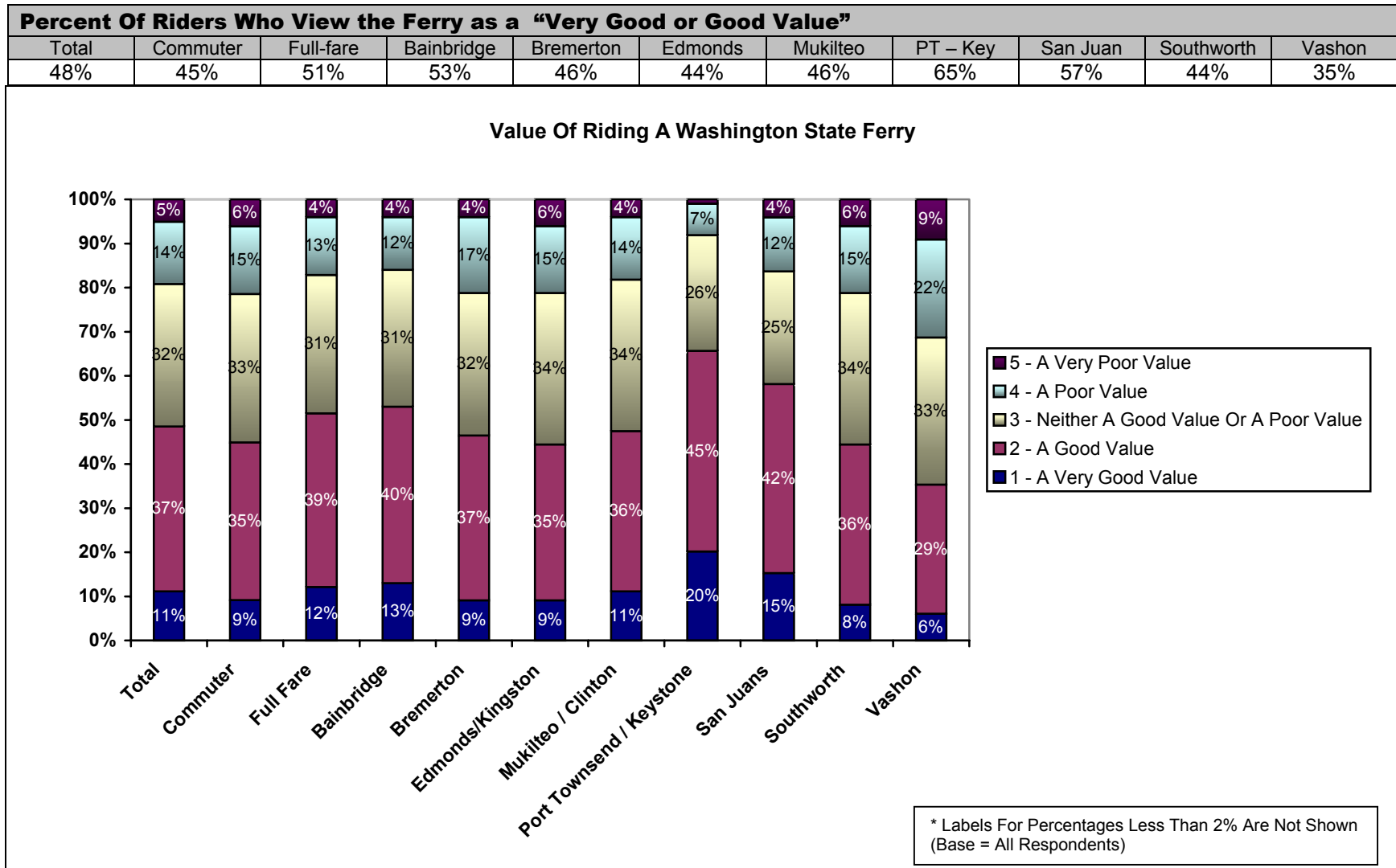
Conversely, the other half of riders (51%) indicates the ferry is not a good value, with neutral or negative ratings on value.

About one in five riders (19%) take the more extreme position that the ferry is a “poor value/very poor value”. This finding is higher among commuters (21%) compare to full fare (17%).

These findings are felt to represent a significant component of dissatisfaction among ferry riders, to be reinforced by customer comments reported in the following section.

Considering your personal experience with the ferry, which of the following phrases best describes the value, to you, of riding a Washington State Ferry? “Value” means...what you receive for the amount you pay. Is Washington State Ferries...?

Respondents were asked to rate which of the following phrases best describes the value, to them, of riding a Washington State Ferry on a ‘1’ to ‘5’ scale where ‘1’ means ‘A Very Good Value’ and ‘5’ means ‘A Very Poor Value’.



Q4 Areas In Which Washington State Ferries Need Improvement

In what areas does Washington State Ferries need improvement?

After the overall satisfaction question, and before additional structured questions, riders were asked to volunteer comments about areas in which WSF needs improvement. The purpose of this question is to encourage riders to volunteer ideas in their own minds, and get their issues out in the open, before the content of subsequent survey questions has a chance to influence how they feel about WSF by introducing issues on which the riders might otherwise not have been focused.

The areas, volunteered most frequently by riders, in which WSF needs improvement are...

- Reduce the fares (28%)
- Provide more boats / more runs (25%),
- Keep ferries on schedule (14%),
- Improve customer service (12%),
- Improve the food / beverages (10%), and
- More improvements / better upkeep of ferries (6%).

The finding that high fares are a big complaint among riders is expected, in view of cumulative fare increases of 35% over the past two years, 20% in 2001 and 12.5% in 2002.

One in four riders (25%) voice the need for more boats and more scheduled ferry runs.

In addition, these results indicate that on-time performance, customer service and food & beverage service are also priorities for WSF improvement among riders.

In what areas does Washington State Ferries need improvement?

Verbatim Response	Total	Comm- uter	Full- Fare	Bain- bridge	Brem- erton	Edmonds /Kingston	Mukilteo /Clinton	Port Townsend /Keystone	San Juans	South -worth	Vashon
FARE / PRICE ISSUES & SUGGESTIONS (NET)	28%	25%	32%	26%	28%	36%	30%	28%	29%	11%	23%
Fares Are Too High	21	17	26	19	24	27	19	18	22	8	19
Offer Discount to Commuters/Islanders	3	4	2	1	2	3	8	1	6	<1	3
NEED MORE BOATS / MORE SERVICE (NET)	25	23	28	21	29	29	22	24	17	25	35
Need More Boats at Specific Times	6	6	7	6	5	8	4	12	7	5	6
Have More Boats Running During Rush Hour	4	3	5	3	3	5	3	3	1	3	6
More / Improved P.O. Boats	4	5	3	5	5	3	1	1	<1	7	9
Lines Are Too Long	3	2	5	2	1	6	5	1	2	2	3
More Late Night Ferries	3	3	3	3	4	2	3	2	1	2	4
More Ferries	3	3	3	3	4	2	3	<1	4	3	4
KEEP FERRIES ON SCHEDULE (NET)	14	20	8	24	10	7	5	12	8	20	20
CUSTOMER SERVICE / CREW TRAINING (NET)	12	15	9	11	11	11	15	9	7	17	15
Improve Customer Service	10	11	7	9	10	7	11	7	6	13	12
Improve Crew Training	3	4	2	3	2	4	4	2	1	4	4
FOOD AND DRINK (NET)	10	9	12	12	12	10	9	10	13	9	5
Improve Food / Drink Selection (Healthier, Better, etc.)	6	6	7	7	7	6	6	8	11	7	4
Food / Drink Too Expensive	4	4	5	5	4	5	3	2	3	3	2
FERRY IMPROVEMENTS (Aesthetic & Comfort) (NET)	6	7	5	6	11	3	7	3	10	3	3
Keep Interiors of Ferries Clean	3	4	3	4	6	2	5	2	4	1	1
PASSENGER LOADING ISSUES (NET)	5	7	3	6	2	4	10	4	8	1	3
Load and Unload Faster	2	3	1	4	1	1	3	1	2	1	2
FAIR SCHEDULING ON MULTI-DESTINATION RUNS (NET)	5	6	3	2	2	2	3	3	5	24	14
Disproportionate # Runs At Stops on Multi-Destination Runs	3	3	2	1	2	1	2	1	4	12	8

In what areas does Washington State Ferries Need Improvement? (Continued)

BATHROOMS (NET)	4	4	3	4	7	2	4	3	6	2	1
KEEP FERRIES MAINTAINED / HAVE PLAN IN CASE OF BREAKDOWN (NET)	3	4	2	2	5	1	3	3	1	10	8
MANAGEMENT OF FERRY / SPENDING (NET)	3	4	2	3	2	3	3	1	1	5	5

Responses given by 2 percent or fewer respondents are not shown.

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Q15 Other Recommendations For Washington State Ferries

At the end of the satisfaction questions in the survey, respondents were given a second opportunity to volunteer recommendations for WSF. Very few respondents answered this question, as most had already responded to the similar question asked earlier.

Similar issues rose to the top of frequently mentioned suggestions, such as reducing fares and providing more boats...

Verbatim Response	Total	Comm-uter	Full-Fare	Bain-bridge	Brem-erton	Edmonds /Kingston	Mukilteo /Clinton	Port Townsend /Keystone	San Juans	South-worth	Vashon
FARE / PRICE ISSUES & SUGGESTIONS (NET)	22%	20%	26%	18%	19%	33%	27%	27%	22%	10%	19%
Fares Are Too High	12	11	15	10	12	19	11	10	11	5	12
Offer Discounts to Commuters / Islanders	4	4	4	2	3	3	9	2	7	2	3
NEED MORE BOATS / MORE SERVICE (NET)	16	16	15	15	19	14	13	10	9	22	21
Need More Boats At Specific Times	3	2	3	2	3	3	3	4	3	5	3
More / Improved P.O. Boats	5	6	3	5	4	3	2	<1	1	12	10
Have More Boats Running During Rush Hour	2	1	2	1	2	1	2	<1	1	2	2
More Ferries	2	2	2	1	2	3	2	2	<1	1	2
CUSTOMER SERVICE / CREW TRAINING (NET)	10	10	9	7	10	8	14	9	6	14	13
FOOD AND DRINK (NET)	7	7	8	9	9	6	6	8	7	3	6
Improve Food/Drink Selection	3	3	3	4	4	3	2	5	5	1	3
SUGGESTIONS FOR ONBOARD AMENITIES & SPECIAL SERVICES (NET)	6	5	8	9	8	5	6	6	8	3	2
PASSENGER LOADING ISSUES (NET)	6	8	2	7	2	7	9	1	5	5	3
Need Priority Loading	3	3	1	2	1	4	6	0	3	1	1
KEEP FERRIES ON SCHEDULE (NET)	4	5	3	7	2	2	1	7	2	9	5
FERRY IMPROVEMENTS (Aesthetics & Comfort) (NET)	4	4	4	4	8	3	4	2	5	1	2
FAIR SCHEDULING ON MULTI-DESTINATION RUNS (NET)	4	4	3	2	1	1	3	1	4	15	13
ENFORCE POLICIES / ENFORCE COMMON COURTESY (NET)	4	5	3	6	5	3	4	3	1	2	2
NEED TERMINAL IMPROVEMENTS (NET)	4	5	3	6	3	1	3	2	2	5	5
MANAGEMENT OF FERRY / SPENDING (NET)	3	4	2	3	2	1	4	0	6	8	4

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Q8a Likelihood of Full-Fare Riders To Ride The Ferry Again

“Likelihood to ride the ferry again” is a loyalty question to measure a special quality of customer satisfaction, the conviction to make a repeat purchase in the future. In this study, the question is applicable only to full fare riders, since the vast majority of ferry commuters do not have an option not to ride the ferry again, at least not in the short term.

Nearly all full-fare riders indicate they are likely to ride the ferries again in the future, with 82% “very likely” and 97% “very or somewhat likely”.

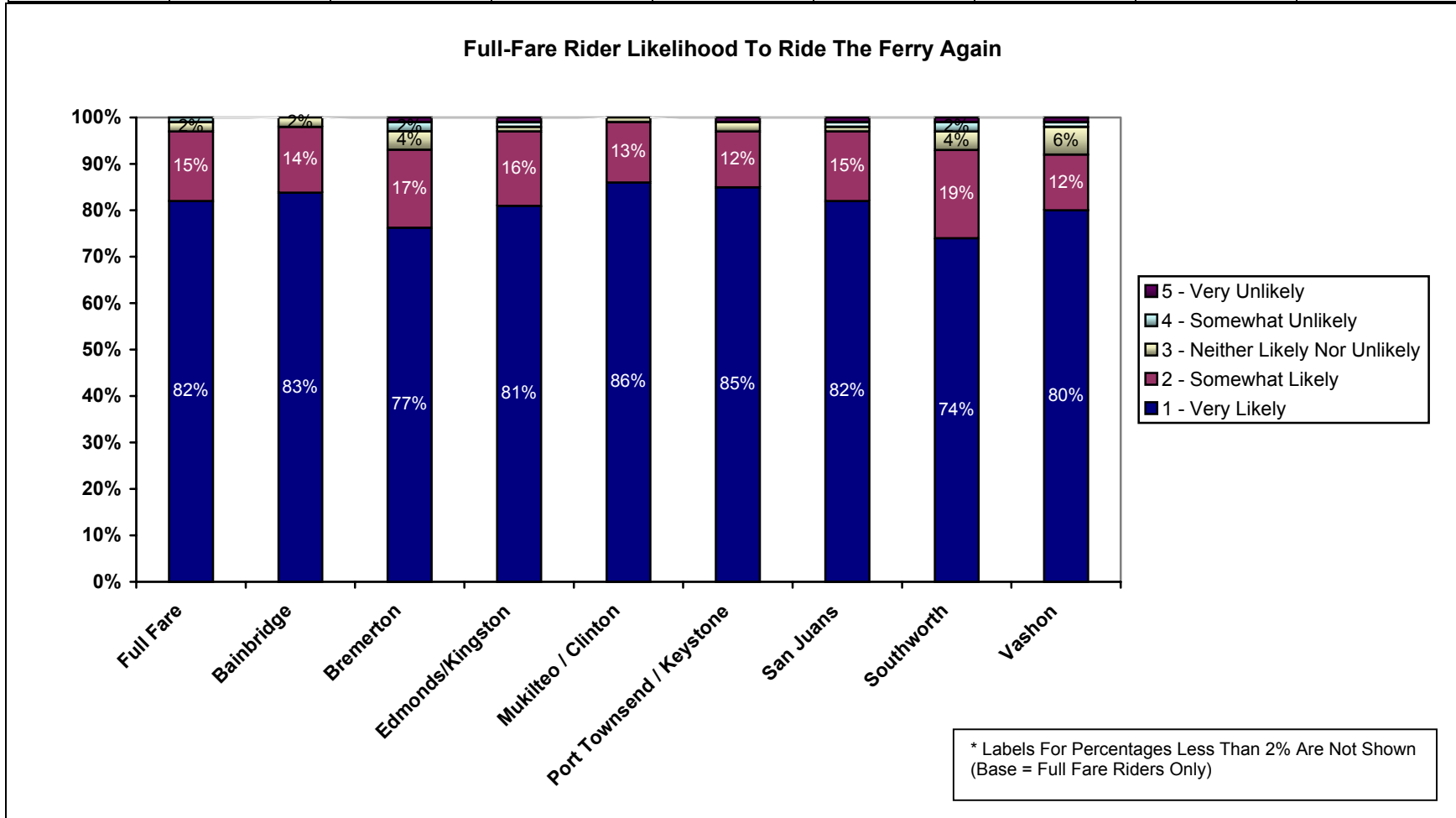
Rating for “very likely” is just slightly lower for Southworth (74%) and Bremerton (77%), probably because these routes are the easiest for tourists to replace with a car trip.

Likelihood to ride the ferry again tends to increase with age, income, and among women.

[Among Full-Fare Riders Only] Assuming you have the option to ride the ferry again on a future trip, how likely are you to ride Washington State Ferries again?

Respondents were asked if they have the option to ride the ferry again on a future trip, how likely they are to ride Washington State Ferries again on '1' to '5' scale where '1' means 'Very Likely' and '5' means 'Very Unlikely'.

Percent Of Riders Who Are "Very Likely" Or "Somewhat Likely" to Ride the Ferry Again on a Future Trip								
Full Fare	Bainbridge	Bremerton	Edmonds	Mukilteo	PT – Key	San Juan	Southworth	Vashon
97%	98%	94%	97%	99%	97%	97%	93%	93%



Q8b full-Fare Rider Reasons for Being Somewhat or Very Unlikely To Ride Ferry Again

Among full-fare riders, only 30 said they were “somewhat” or “very” unlikely to ride the ferry again. Of those 30 people, the following were given as reasons for being unlikely to ride again:

- Costs too much / Fares too high [n=11]
- Waste of time / Would rather drive [n=4]
- Dislike the food [n=1]
- Not enough lifejackets for everyone [n=1]
- Lines too long / Wait time too long [n=1]

(Note that 13 people did not give a reason for being unlikely to ride the ferry again.)

Q9 Full-Fare Rider Alternative Mode To Make The Trip

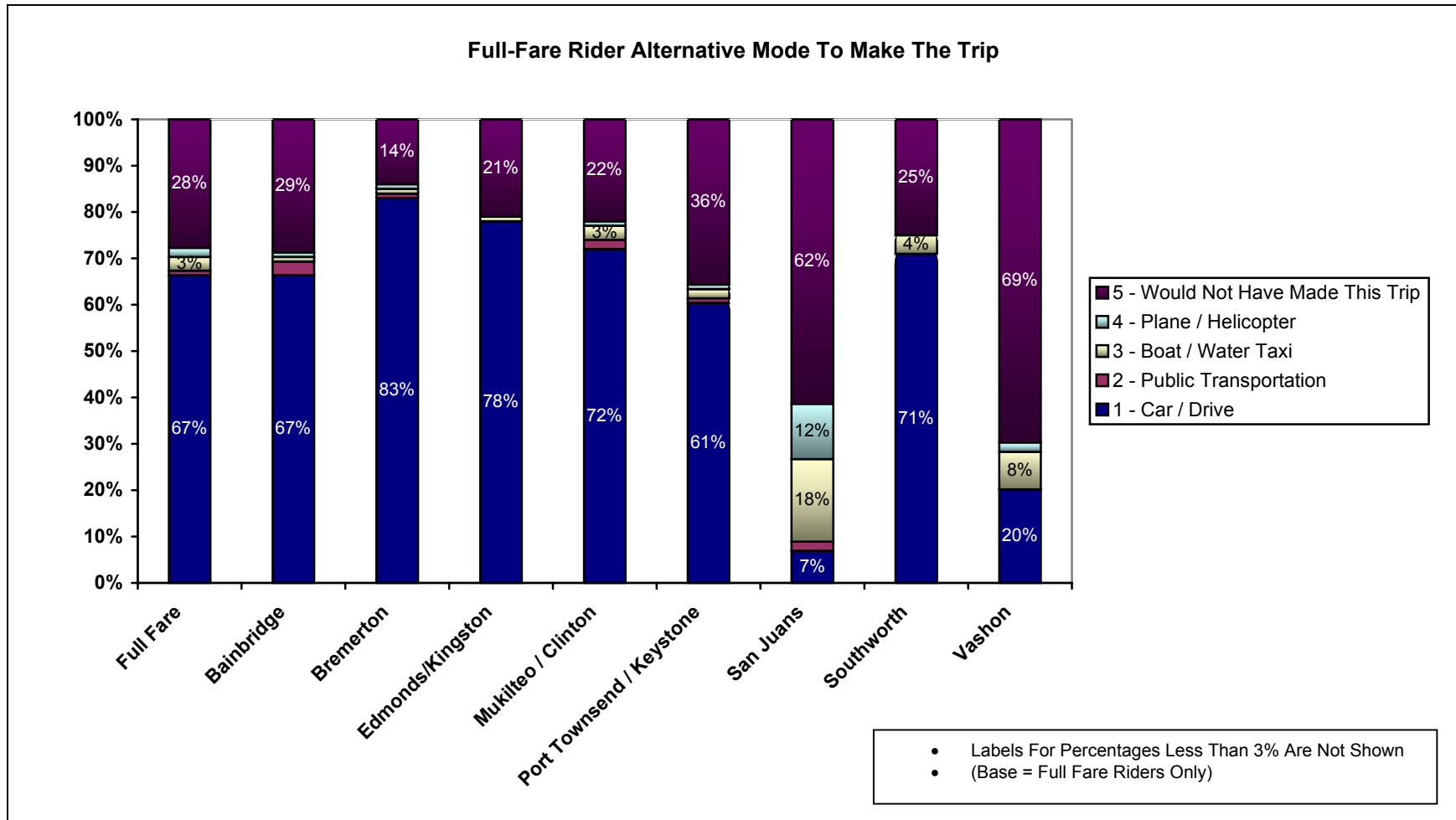
Level of interest in alternate modes of transportation measures customer predisposition to stop riding the ferry. In this study, the question is applicable only to full-fare riders, since the vast majority of ferry commuters do not have an alternative to riding the ferry, at least not in the short term.

Alternative modes of transportation among full-fare riders are limited primarily to driving a car (66%), or not making the trip at all (29%).

Of course, the exception to this finding applies to tourist travel to the San Juan Islands and to Vashon Island, where the most frequent alternative to the ferry is not to make the trip at all.

[Among Full-Fare Riders Only] If this ferry service were not available, how would you have made this trip?

Full-Fare Riders were asked how they would have made their trip if the ferry service were not available, where '1' was 'Car / Drive', '2' was 'Public Transportation' '3' was 'Boat / Water Taxi', '4' was 'Plane / Helicopter' and '5' was 'Would Not Have Made The Trip'.



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Analysis of Amenity Concepts

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Q10 Summary of Expected Frequency To Use New Ferry Amenities

One of the primary focuses of this study is to screen new service ideas for ferries and terminals that represent incremental revenue sources for WSF. This study's investigation of interest in new amenities should be viewed as an initial screening of ideas for WSF revenue sources and additional amenities for consumers. Additional concept testing should be conducted to further refine these new business opportunities.

Results of the question probing interest in new amenities on the ferry are analyzed among riders with income above \$35,000 per year. This filter is used to analyze results among a base of respondents who have the most certain financial capability to make the purchase being tested. Very few respondents are removed from the analytical base, about 15% of the total sample and 25% or fewer riders from any given route.

New Amenities on the Ferry

Overall, the results show a broad level of interest in a range of potential new amenities. On average, 20% of riders indicated they would use a new service offered on the ferry on half or more of their trips, and 40% indicated they would use the new amenities at least occasionally or more often.

The most popular new service ideas, for both the ferries and the terminals, are...

- Food courts,
- Beverages, including espresso and alcohol, and
- Reading materials, including a newsstand and bookstore.

Generally, riders are more likely to use amenities on the ferry if the length of the ride is long, like Bremerton, and if the ride is primarily a full fare route, as with San Juans and Port Townsend/ Keystone.

Expected usage of new ferry amenities, on half or more of their trips, is...

- 34% will use a food court on the ferry.
- 34% will use an espresso stand on the ferry.
- 29% will use a full service newspaper stand on the ferry.
- 20% will use a pub or bar on the ferry.
- 17% will use an ice cream shop on the ferry.
- 17% will use high-speed wireless internet service on the ferry.

In our opinion, all of the new service concepts noted above deserve serious consideration.

The following concepts may also be viable, depending on considerations of space availability on the passenger deck and the duration of the trip.

- 14% will buy carry-out meals on the ferry.
- 12% will use an onboard retail shop selling sundries, film, magazines, on the ferry.
- 10% will use a neck and shoulder massage service on the ferry.
- 9% will use yoga classes on the ferry.
- 6% will use a gift shop selling Northwest gifts / made in Washington on the ferry.

New Amenities at the Terminal

Results of the question probing interest in new amenities in the terminal are analyzed among riders with income above \$35,000 per year, and riders whose normal wait time for the ferry is at least 10 to 30 minutes or more. These filters are used to analyze results among a base of respondents who have the most certain financial ability and enough time to use the new amenities being tested at the terminal.

The results show a broad level of interest in a range of potential new amenities in the terminal, though the interest levels are lower for the terminal amenities compared to the ferry amenities. This finding is not surprising since some riders seldom or never enter the terminal.

On average, 13% of riders indicated they would use a new service offered at the terminal on half or more of their trips, and 32% indicate they would use the new amenities at least occasionally or more often.

The most popular new service ideas, for terminals (as on the ferries), are...

- Food courts,
- Beverages including espresso and alcohol, and
- Reading materials including a newsstand and bookstore.

Expected usage at the terminal, on half or more of their trips is...

- 26% will use an espresso stand at the terminal.
- 19% will use a food court at the terminal.
- 15% will use a bookstore at the terminal.
- 14% will use a pub or bar at the terminal.
- 14% will use a retail shop selling sundries, film, magazines, etc. at the terminal.
- 13% will buy carry-out meals at the terminal.

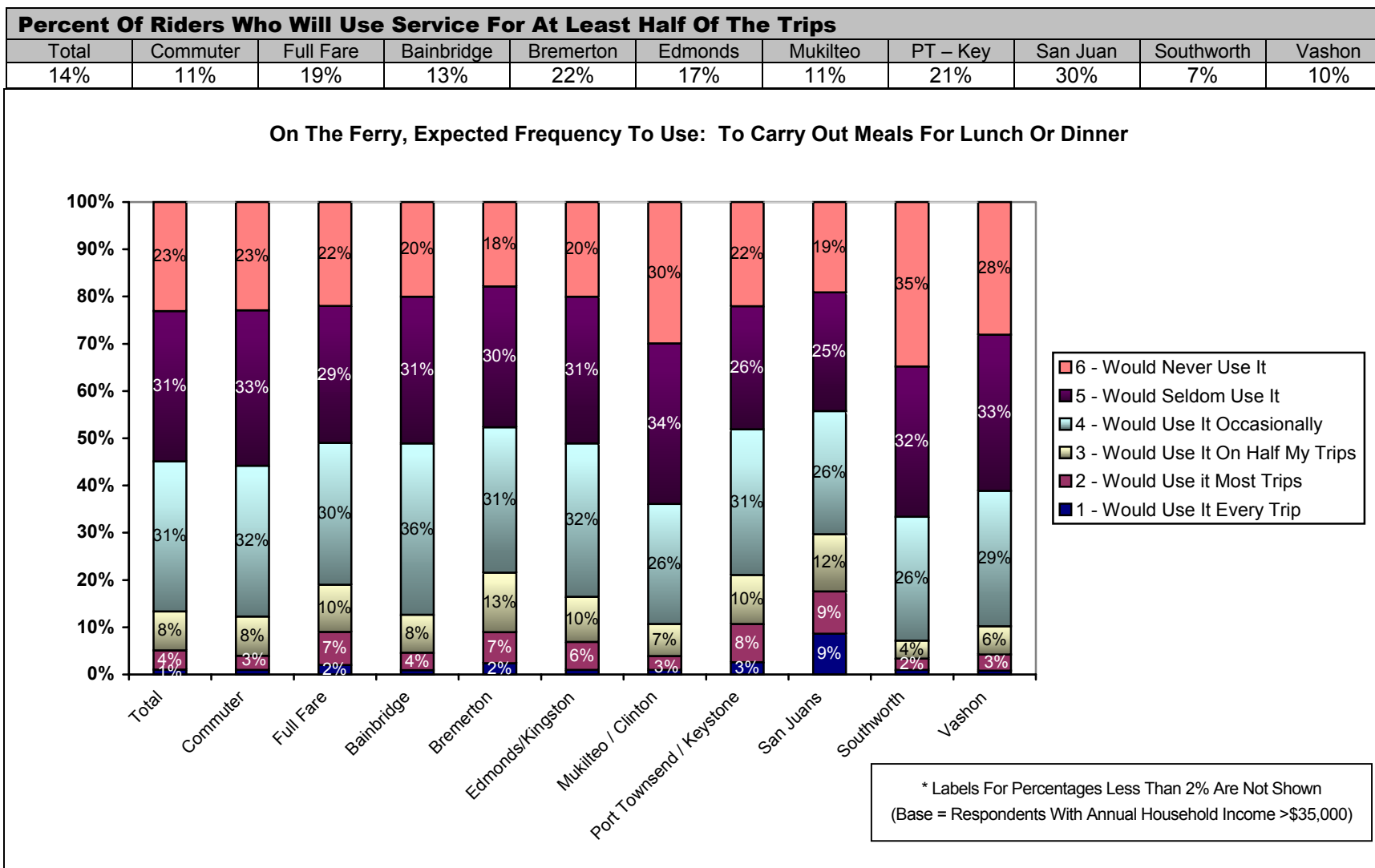
Based on the results, all of the new service concepts noted above deserve serious consideration.

The following concepts may also be viable, depending on considerations of space availability at the terminal.

- 10% will eat at an upscale restaurant at the terminal.
- 8% will use a Kinko's or business center at the terminal.
- 7% will use a stationery store at the terminal.
- 6% will use a gift shop selling Northwest gifts / made in Washington.
- 7% will use a video rental store at the terminal.
- 8% will use a dry cleaner at the terminal.
- 5% will use shoe repair services at the terminal.
- 4% will use a pet products store at the terminal.

Q10 On The Ferry, Expected Frequency To Use: Carry Out Meals For Lunch Or Dinner

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'.



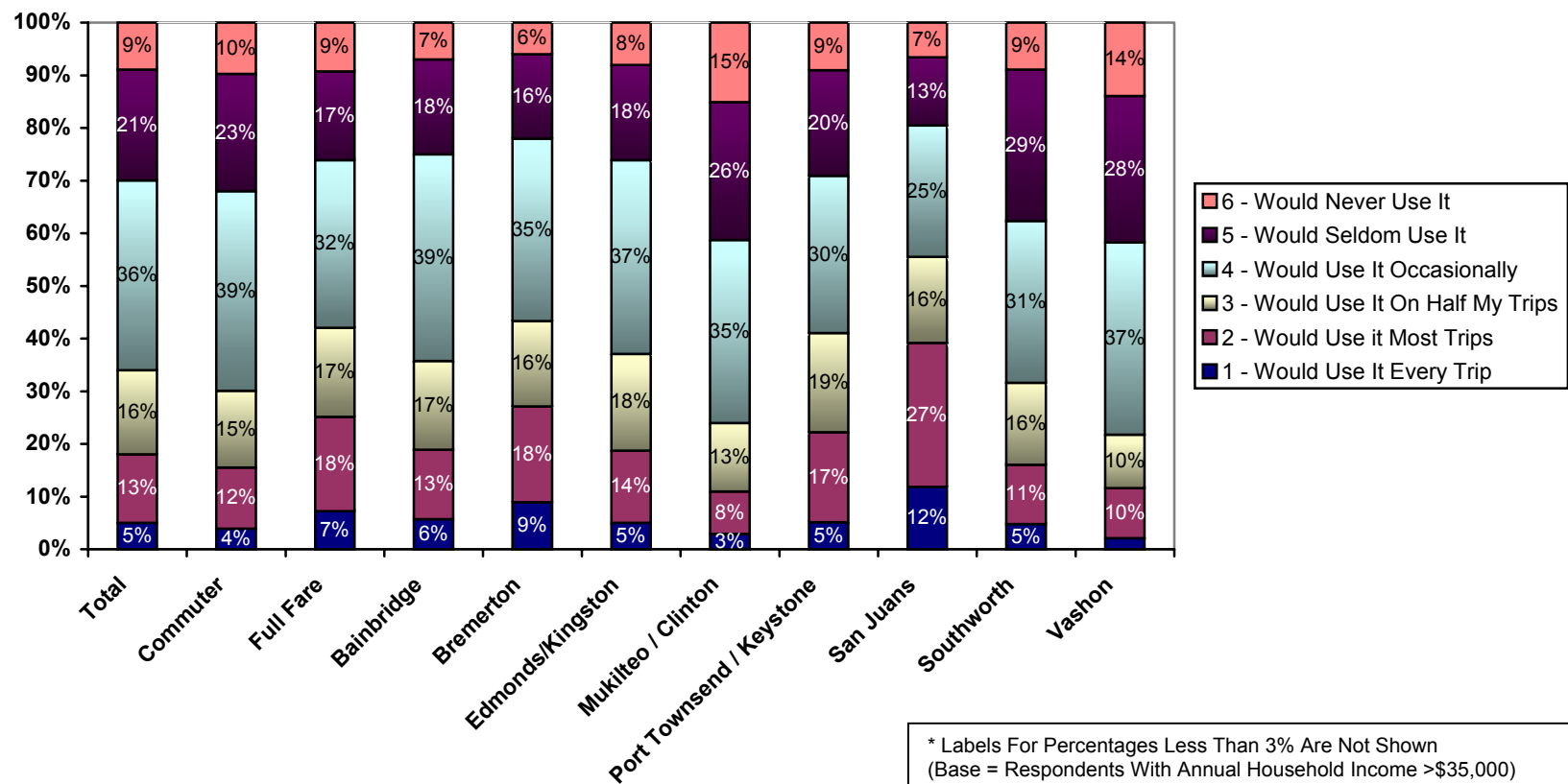
Q10 On The Ferry, Expected Frequency To Use: Food Court

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'.

Percent Of Riders Who Will Use Service For At Least Half Of The Trips

Total	Commuter	Full Fare	Bainbridge	Bremerton	Edmonds	Mukilteo	PT – Key	San Juan	Southworth	Vashon
34%	29%	42%	36%	43%	37%	24%	41%	56%	32%	22%

On The Ferry, Expected Frequency To Use: Food Court On The Ferry



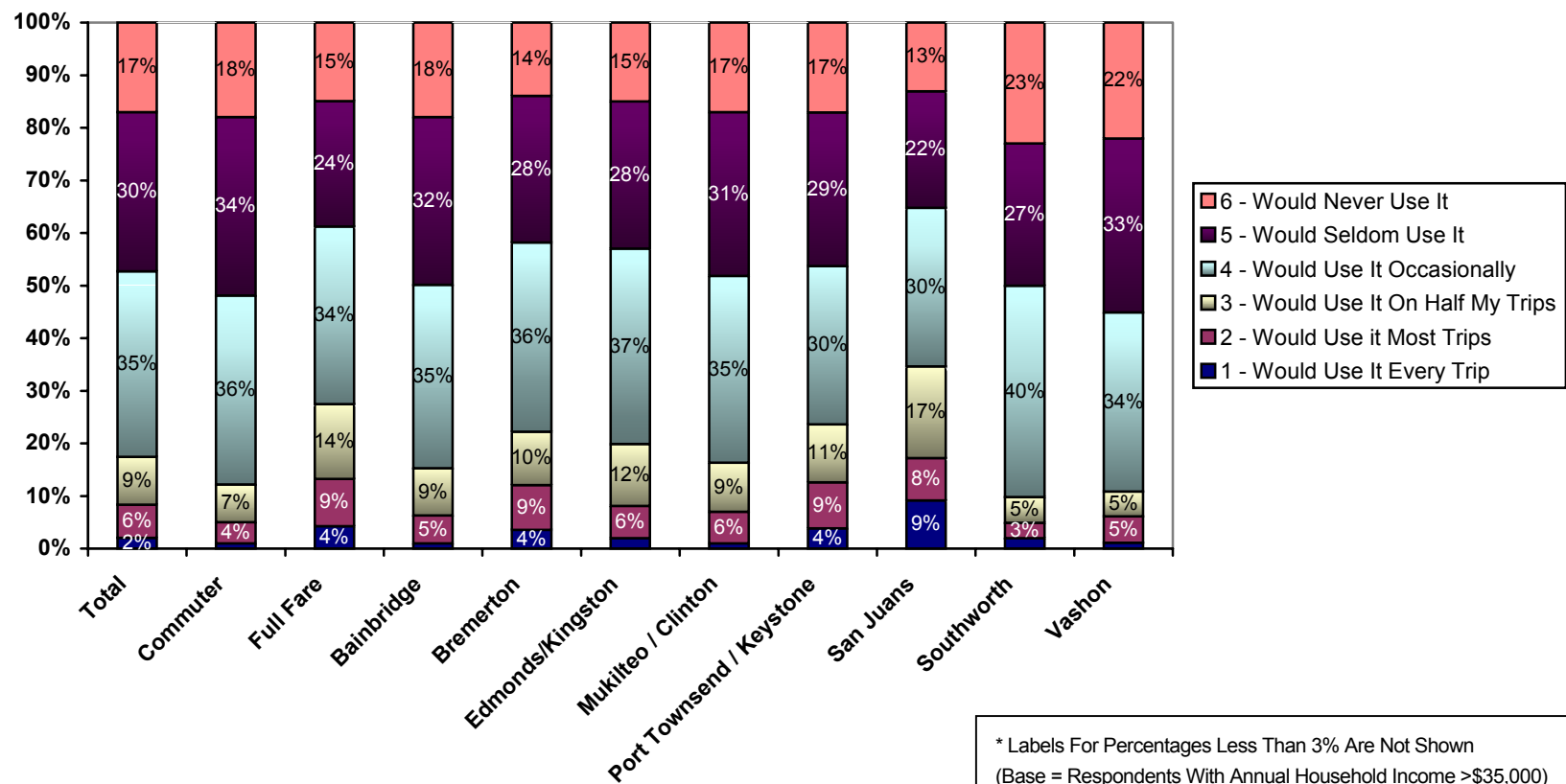
Q10 On The Ferry, Expected Frequency To Use: Ice Cream Shop

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'.

Percent Of Riders Who Will Use Service For At Least Half Of The Trips

Total	Commuter	Full Fare	Bainbridge	Bremerton	Edmonds	Mukilteo	PT – Key	San Juan	Southworth	Vashon
17%	11%	27%	16%	22%	20%	17%	23%	34%	10%	11%

On The Ferry, Expected Frequency To Use: Ice Cream Shop On The Ferry



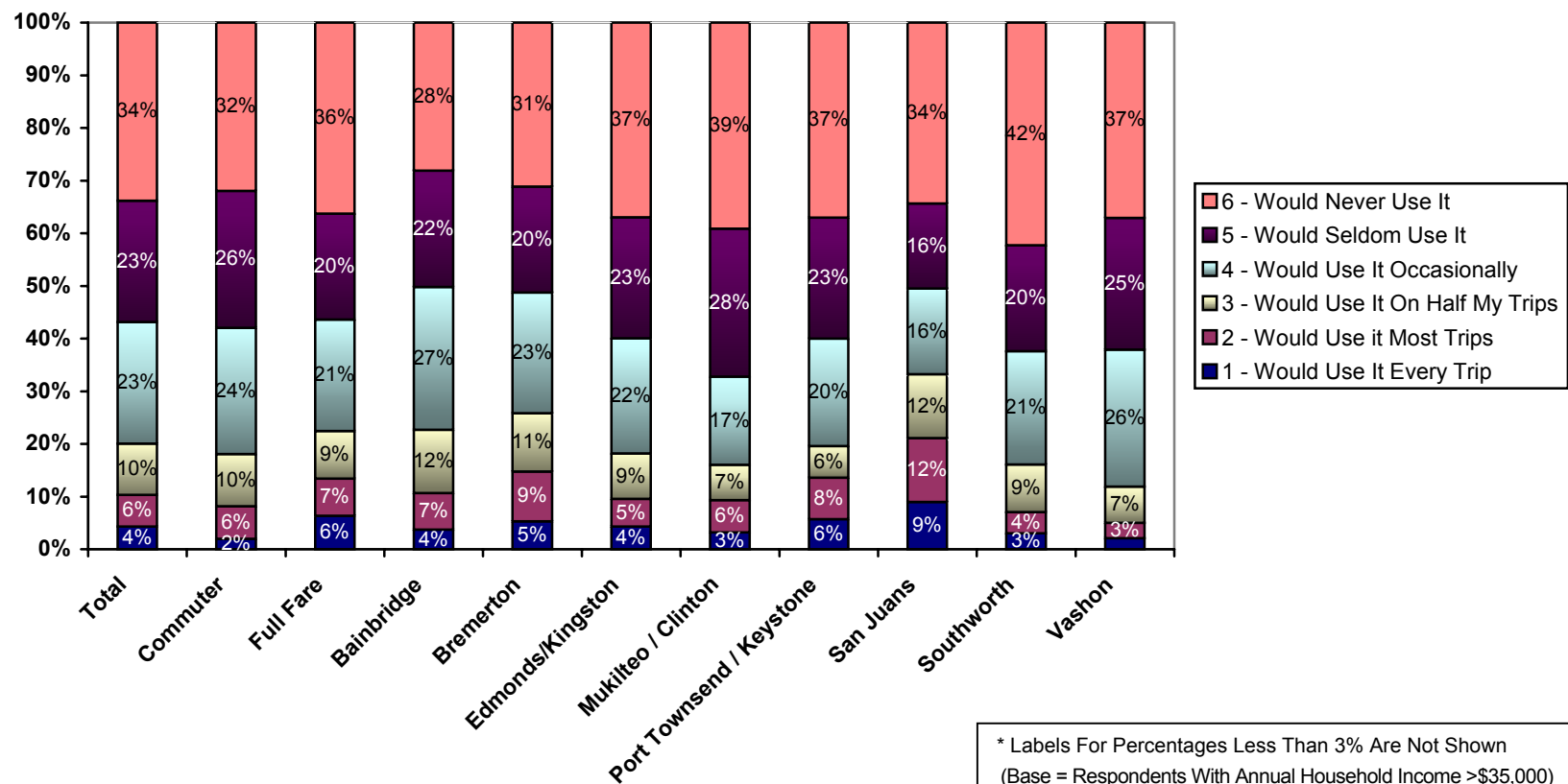
Q10 On The Ferry, Expected Frequency To Use: Pub / Bar

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'.

Percent Of Riders Who Will Use Service For At Least Half Of The Trips

Total	Commuter	Full Fare	Bainbridge	Bremerton	Edmonds	Mukilteo	PT – Key	San Juan	Southworth	Vashon
20%	18%	23%	23%	26%	18%	16%	20%	33%	16%	12%

On The Ferry, Expected Frequency To Use: Pub / Bar On The Ferry



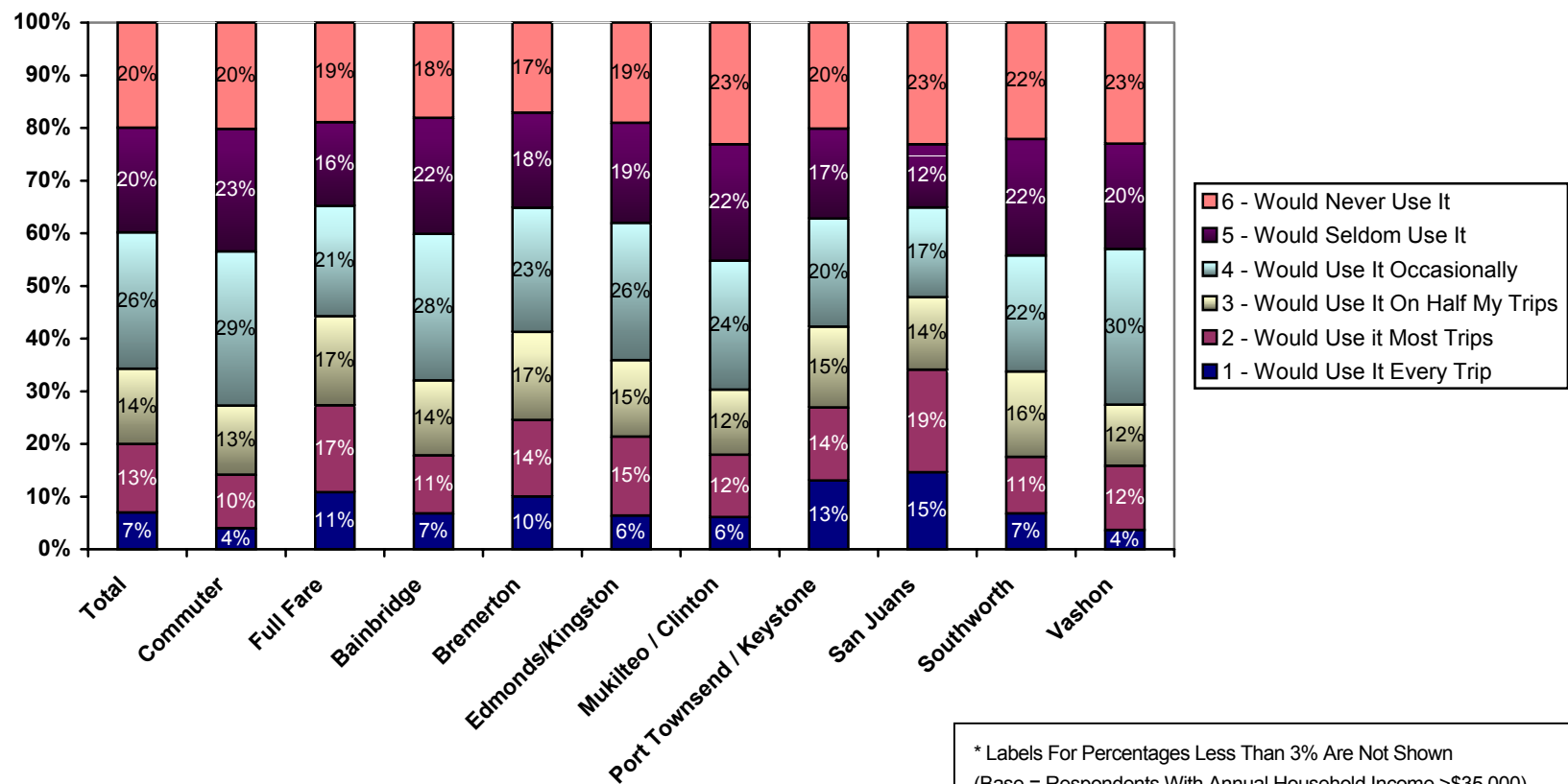
Q10 On The Ferry, Expected Frequency To Use: Espresso Stand

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'.

Percent Of Riders Who Will Use Service For At Least Half Of The Trips

Total	Commuter	Full Fare	Bainbridge	Bremerton	Edmonds	Mukilteo	PT – Key	San Juan	Southworth	Vashon
34%	28%	43%	32%	41%	36%	30%	42%	48%	34%	28%

On The Ferry, Expected Frequency To Use: Espresso Stand On The Ferry



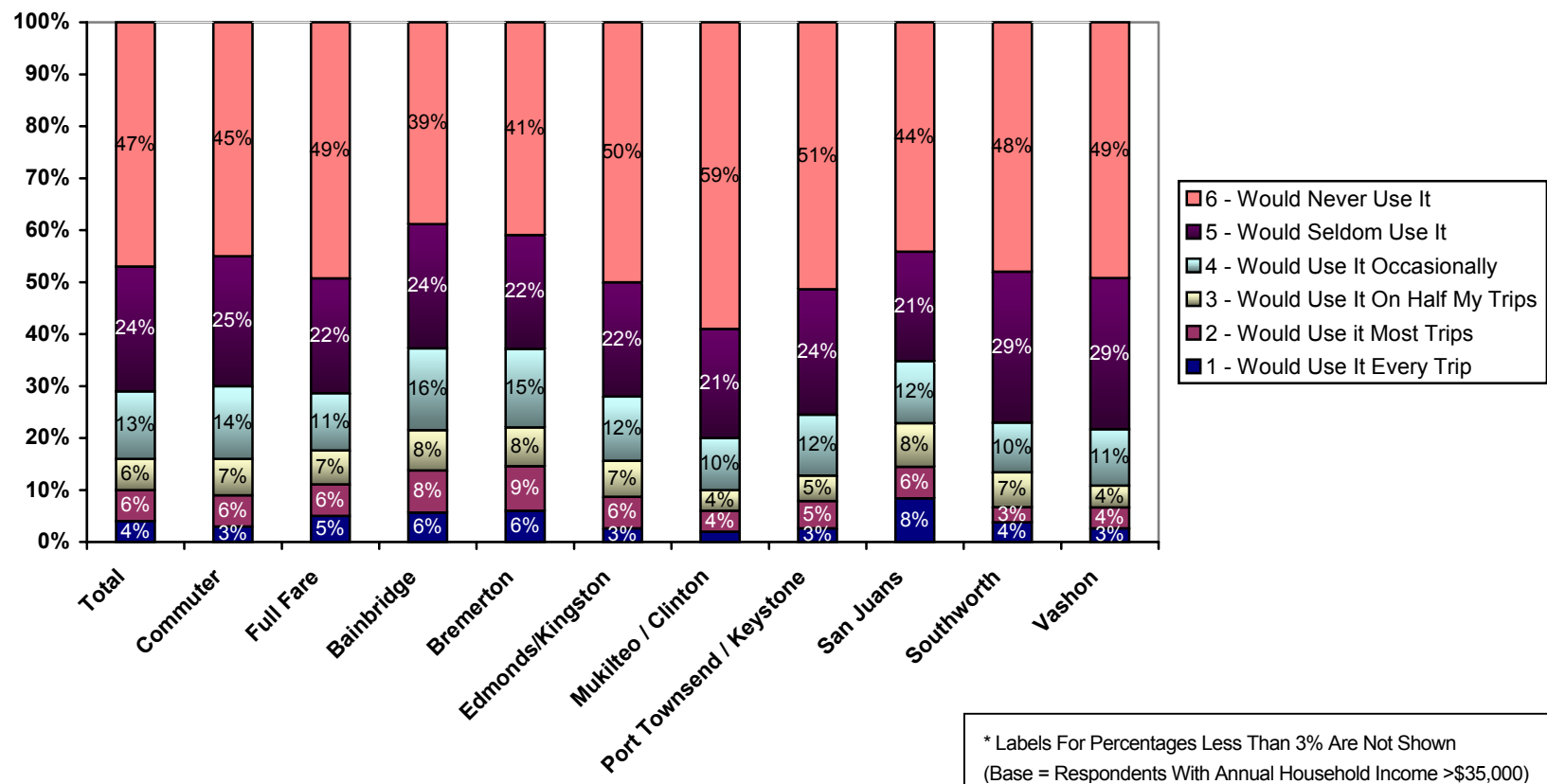
Q10 On The Ferry, Expected Frequency To Use: High-Speed, Wireless Internet Access

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'.

Percent Of Riders Who Will Use Service For At Least Half Of The Trips

Total	Commuter	Full Fare	Bainbridge	Bremerton	Edmonds	Mukilteo	PT – Key	San Juan	Southworth	Vashon
17%	17%	17%	22%	23%	15%	10%	13%	22%	14%	11%

On The Ferry, Expected Frequency To Use: High-Speed, Wireless Internet Access On The Ferry



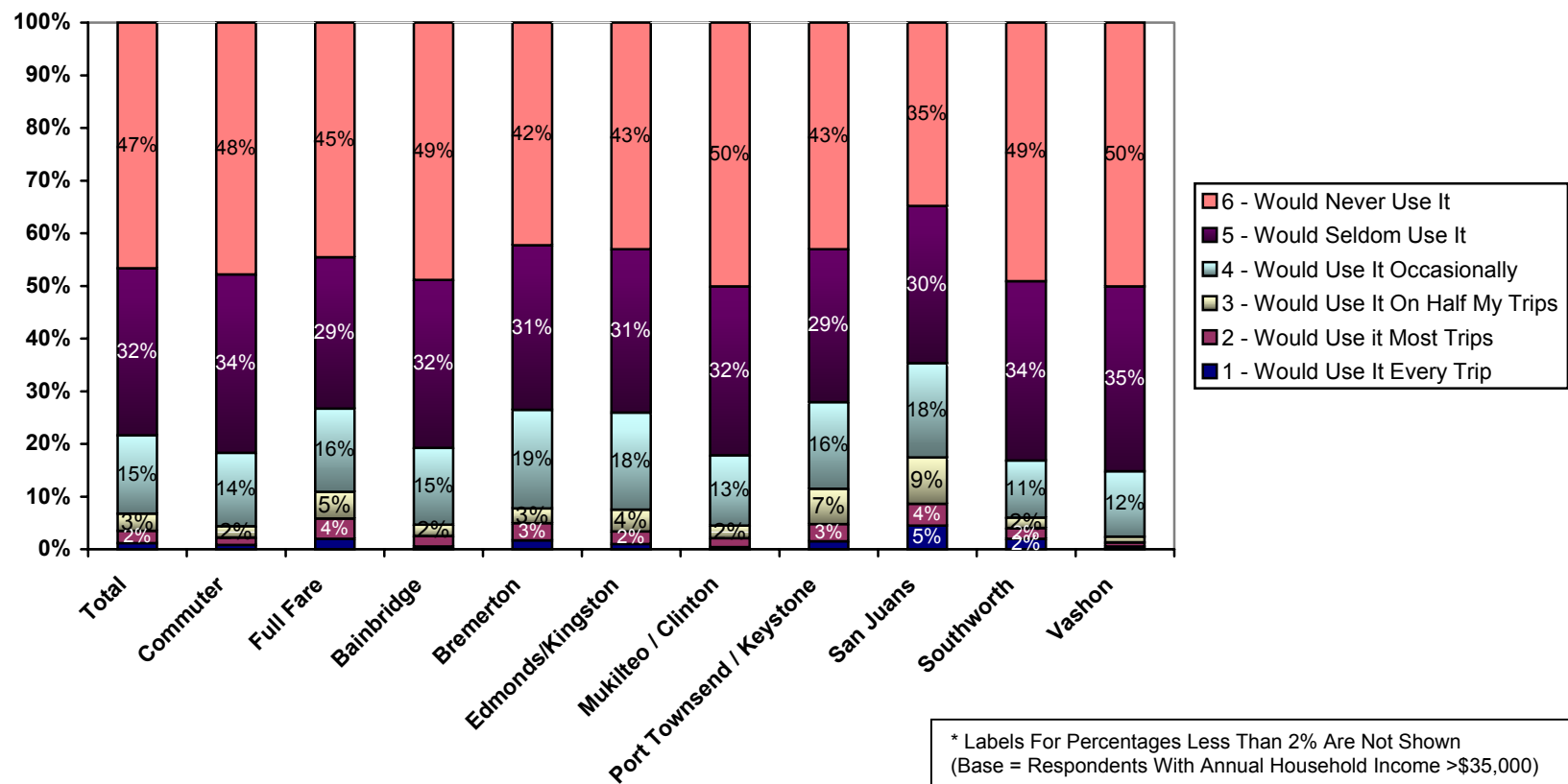
Q10 On The Ferry, Expected Frequency To Use: Made In Washington / Northwest Gift Shop

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'.

Percent Of Riders Who Will Use Service For At Least Half Of The Trips

Total	Commuter	Full Fare	Bainbridge	Bremerton	Edmonds	Mukilteo	PT – Key	San Juan	Southworth	Vashon
6%	3%	10%	5%	8%	7%	4%	12%	18%	6%	2%

On The Ferry, Expected Frequency To Use: Made In Washington / Northwest Gift Shop On The Ferry



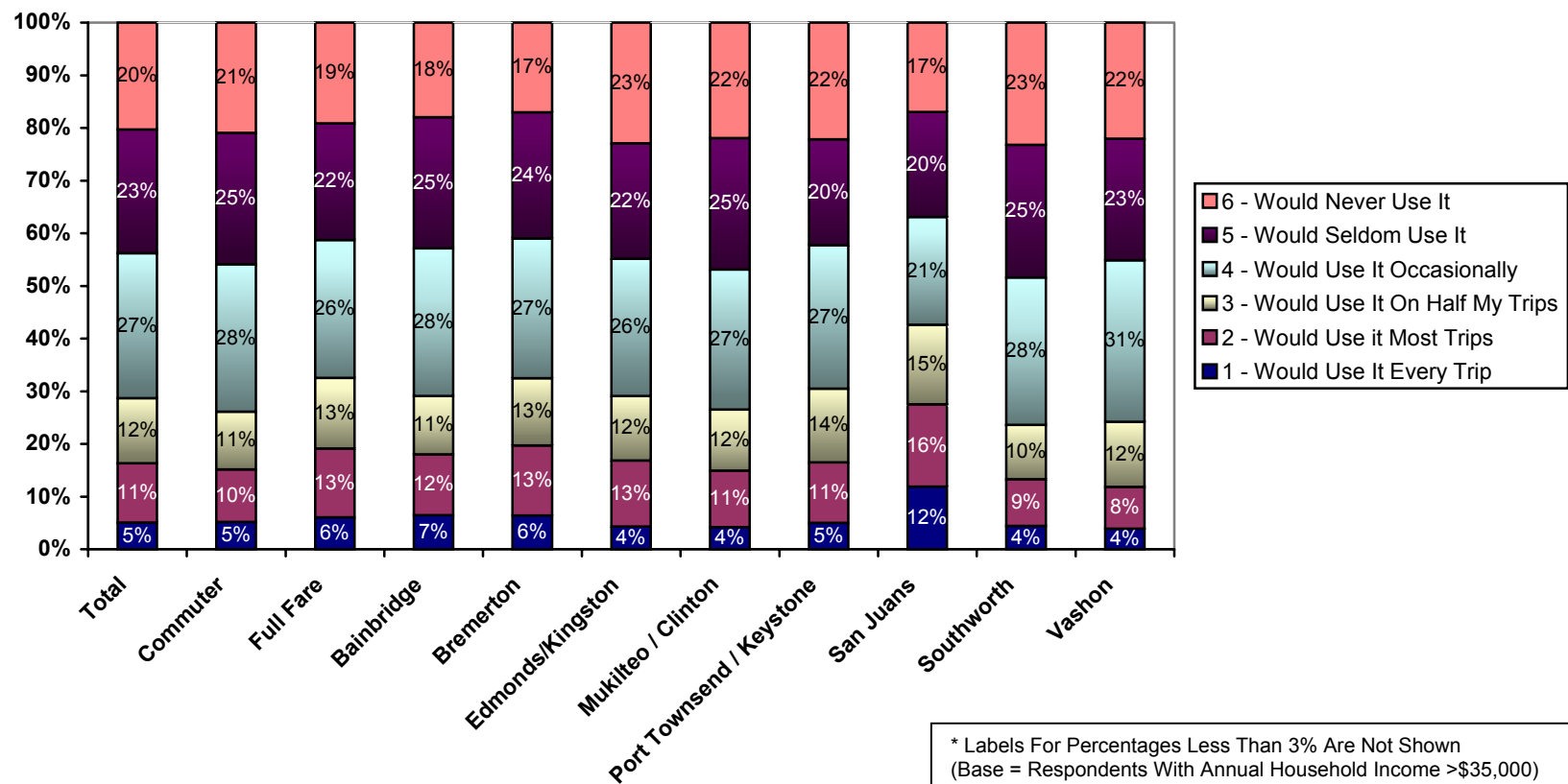
Q10 On The Ferry, Expected Frequency To Use: Full-Service Newspaper Stand

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'.

Percent Of Riders Who Will Use Service For At Least Half Of The Trips

Total	Commuter	Full Fare	Bainbridge	Bremerton	Edmonds	Mukilteo	PT – Key	San Juan	Southworth	Vashon
29%	26%	33%	30%	32%	29%	27%	30%	43%	23%	24%

On The Ferry, Expected Frequency To Use: Full-Service Newspaper Stand On The Ferry



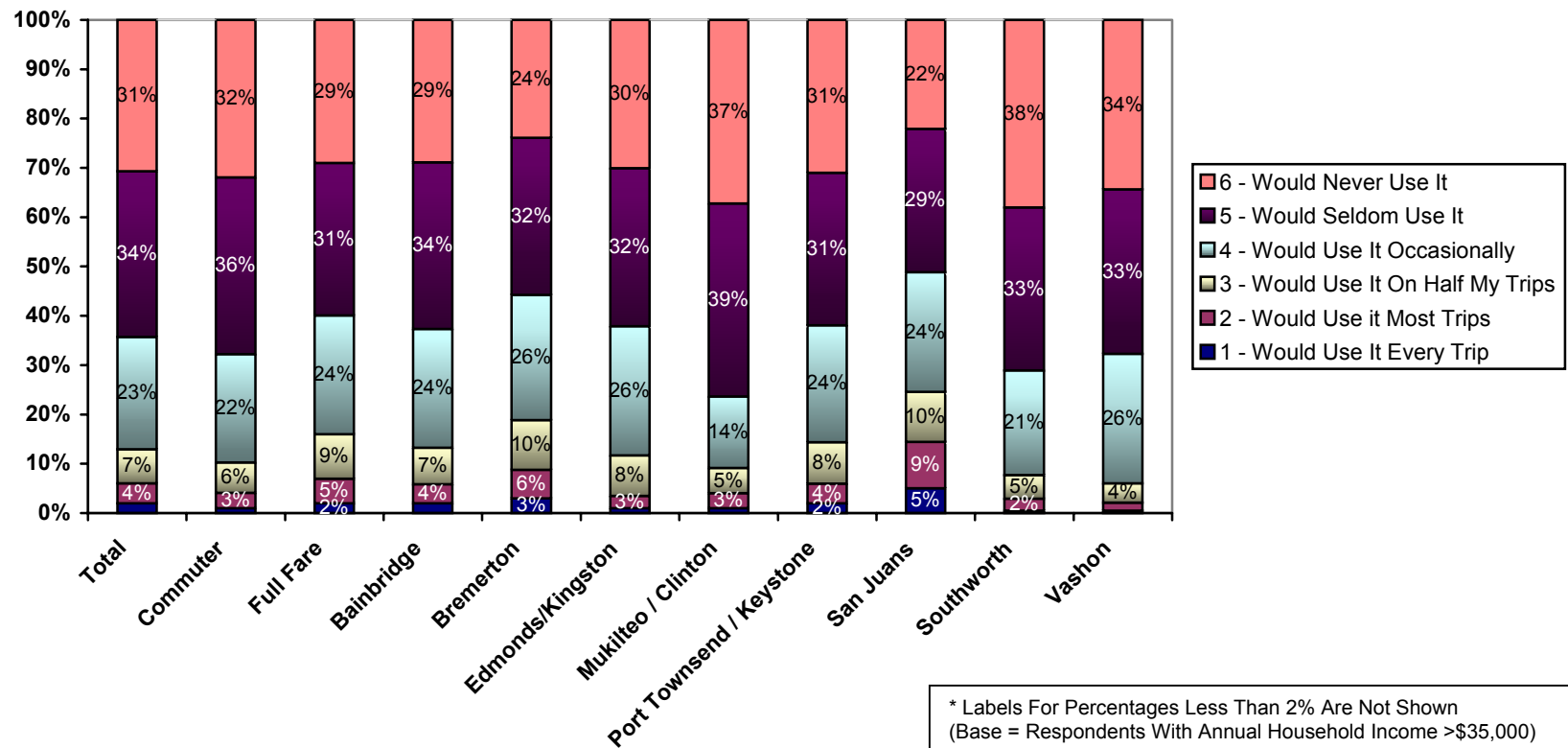
Q10 On The Ferry, Expected Frequency To Use: Retail Shop Selling Sundries, Etc.

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'.

Percent Of Riders Who Will Use Service For At Least Half Of The Trips

Total	Commuter	Full Fare	Bainbridge	Bremerton	Edmonds	Mukilteo	PT – Key	San Juan	Southworth	Vashon
12%	9%	17%	13%	18%	12%	9%	14%	25%	8%	7%

On The Ferry, Expected Frequency To Use: Onboard Retail Shop Selling Sundries, Film, Magazines, Books, Playing Cards, Etc.



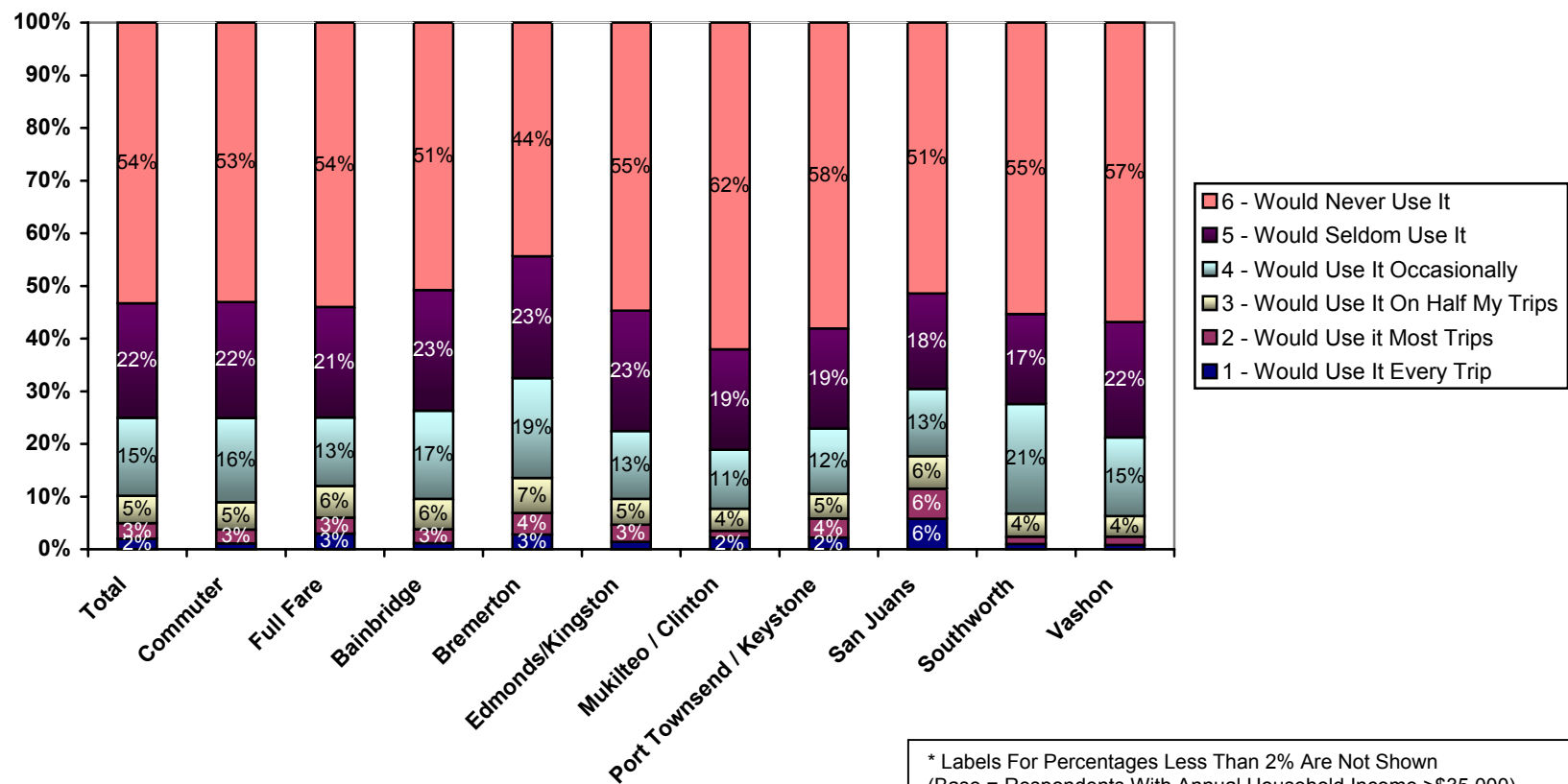
Q10 On The Ferry, Expected Frequency To Use: Neck And Shoulder Massage Services

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'.

Percent Of Riders Who Will Use Service For At Least Half Of The Trips

Total	Commuter	Full Fare	Bainbridge	Bremerton	Edmonds	Mukilteo	PT – Key	San Juan	Southworth	Vashon
11%	8%	12%	10%	14%	10%	8%	11%	18%	7%	6%

On The Ferry, Expected Frequency To Use: Onboard Neck And Shoulder Massage Services



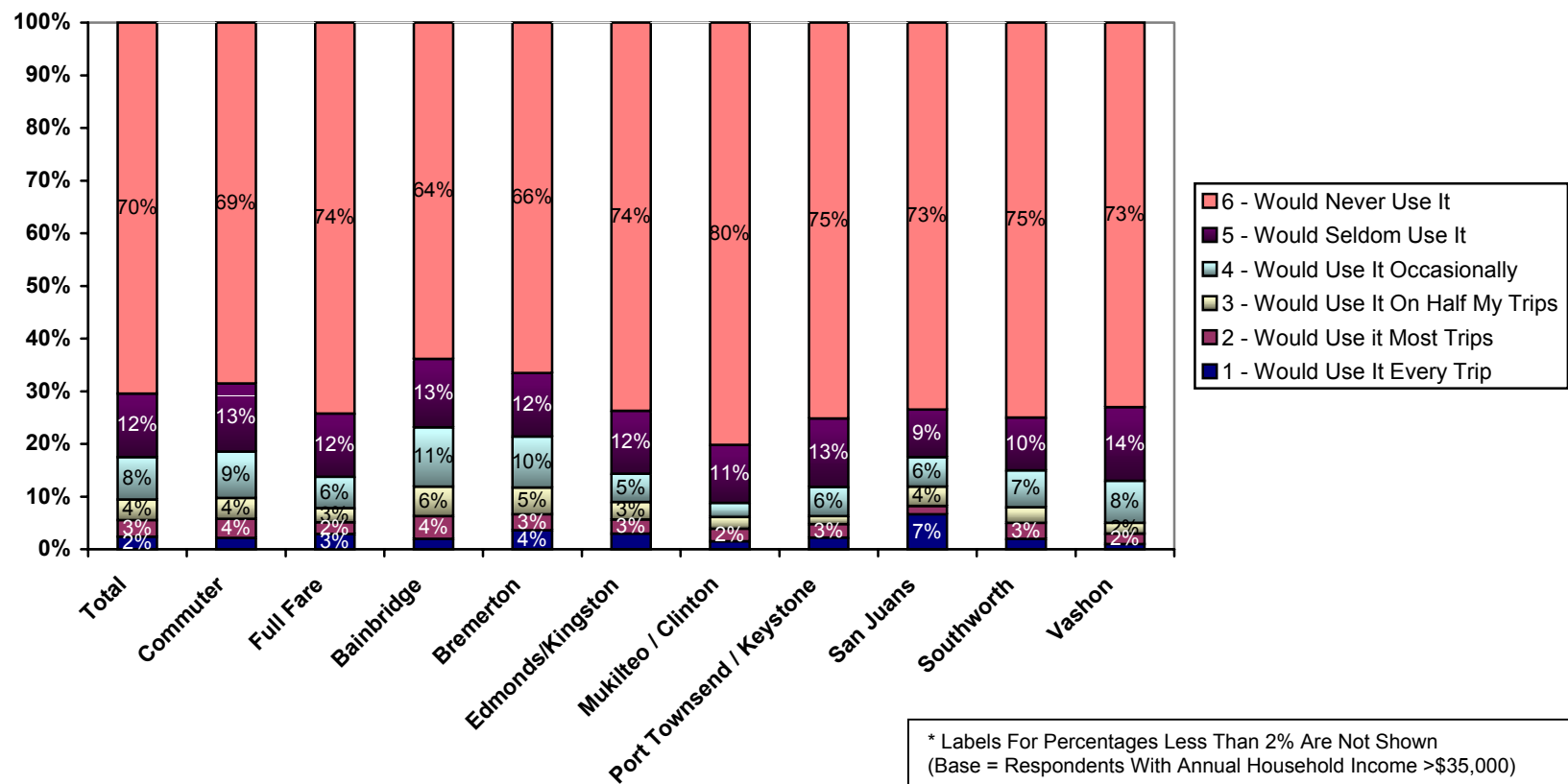
Q10 On The Ferry, Expected Frequency To Use: Yoga Classes

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'.

Percent Of Riders Who Will Use Service For At Least Half Of The Trips

Total	Commuter	Full Fare	Bainbridge	Bremerton	Edmonds	Mukilteo	PT – Key	San Juan	Southworth	Vashon
9%	10%	8%	12%	12%	9%	6%	6%	12%	8%	5%

On The Ferry, Expected Frequency To Use: Yoga Classes On The Ferry



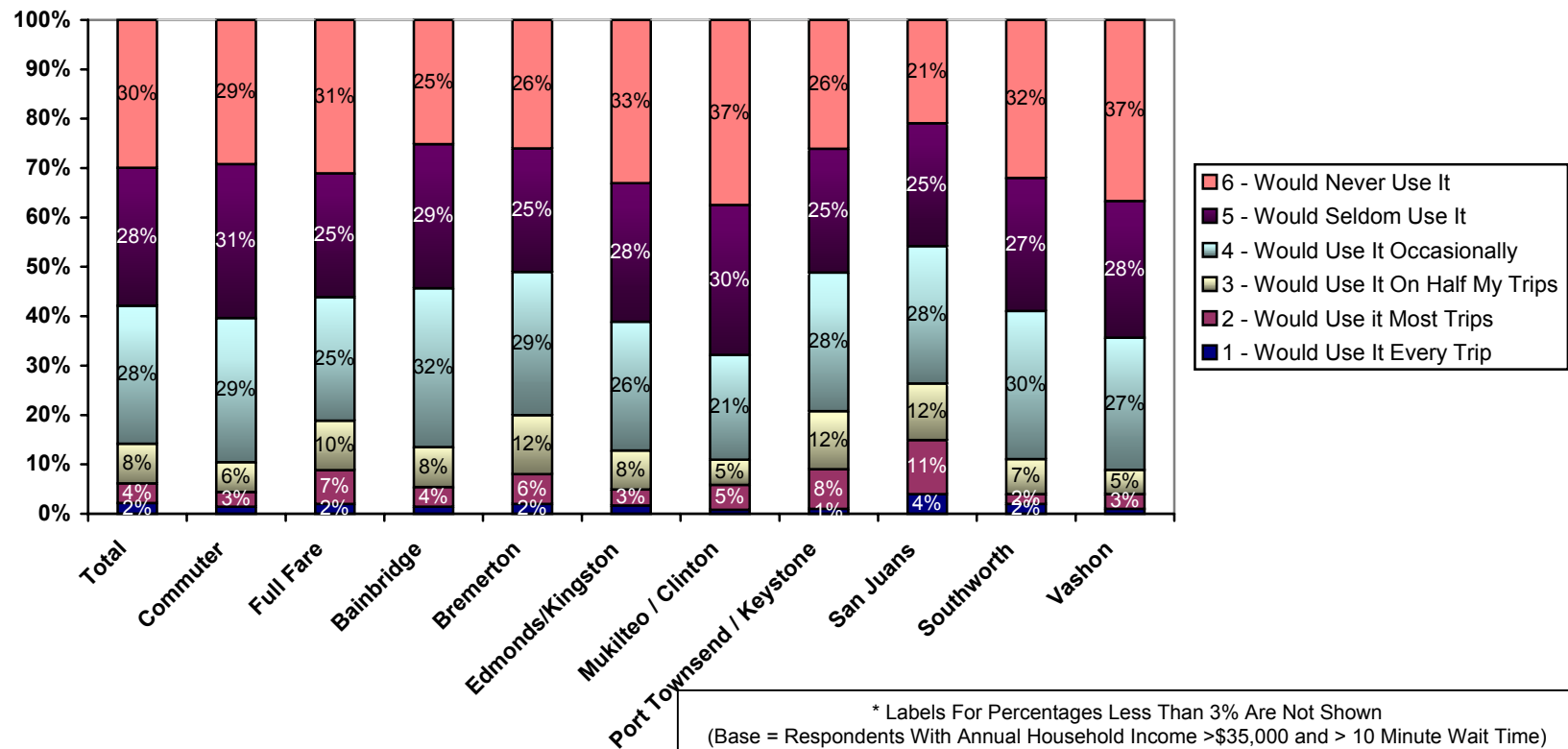
Q10 At The Terminal, Expected Frequency To Use: Retail Shop Selling Sundries, Etc.

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'.

Percent Of Riders Who Will Use Service For At Least Half Of The Trips

Total	Commuter	Full Fare	Bainbridge	Bremerton	Edmonds	Mukilteo	PT – Key	San Juan	Southworth	Vashon
14%	10%	19%	13%	20%	14%	11%	21%	27%	12%	9%

At The Terminal, Expected Frequency To Use: Terminal Retail Shop Selling Sundries, Film, Magazines, Books, Playing Cards, Etc.



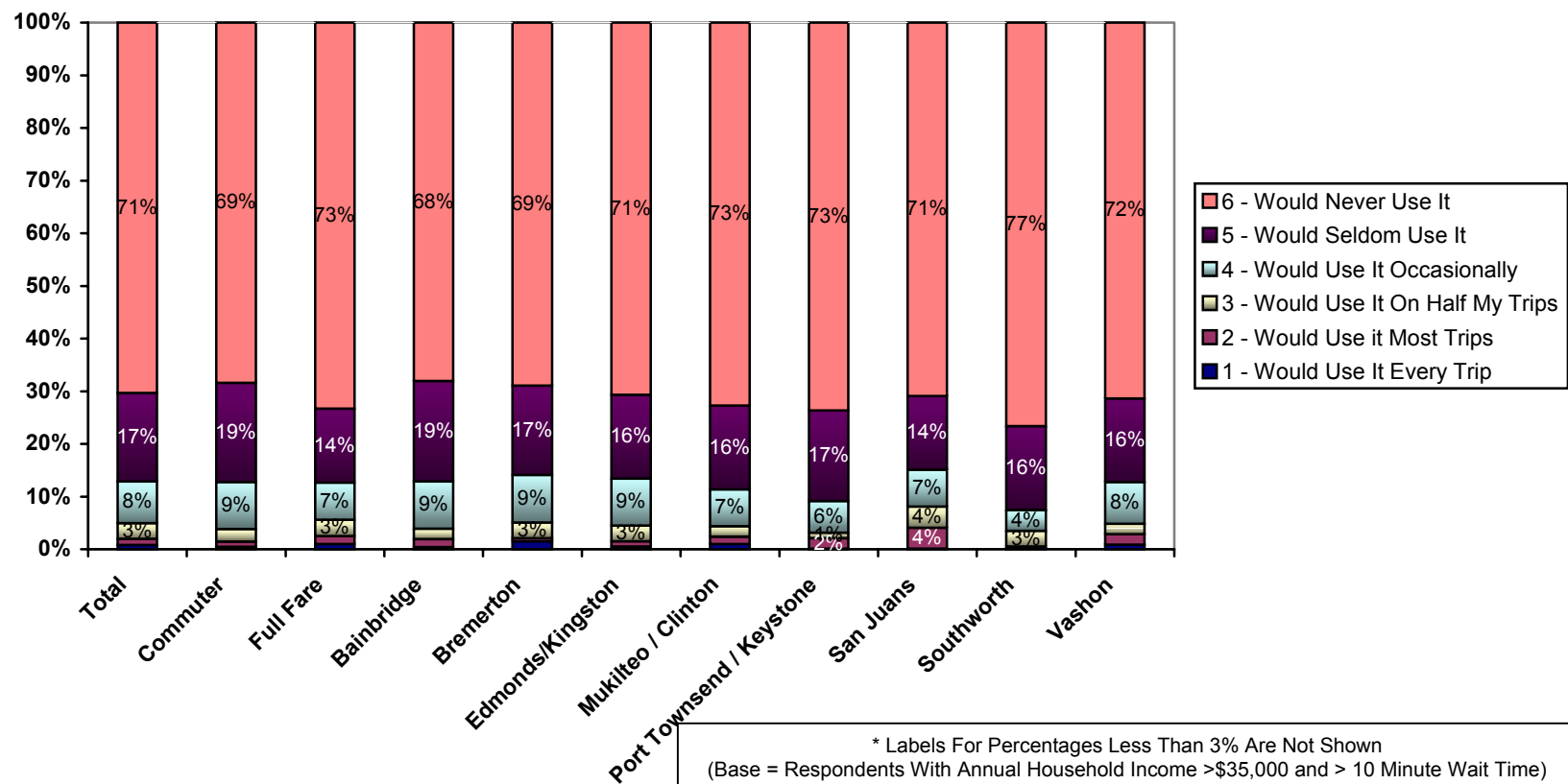
Q10 At The Terminal, Expected Frequency To Use: Pet Products Store

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'.

Percent Of Riders Who Will Use Service For At Least Half Of The Trips

Total	Commuter	Full Fare	Bainbridge	Bremerton	Edmonds	Mukilteo	PT – Key	San Juan	Southworth	Vashon
4%	3%	6%	4%	5%	4%	3%	4%	9%	3%	4%

At The Terminal, Expected Frequency To Use: Pet Products Store At The Terminal



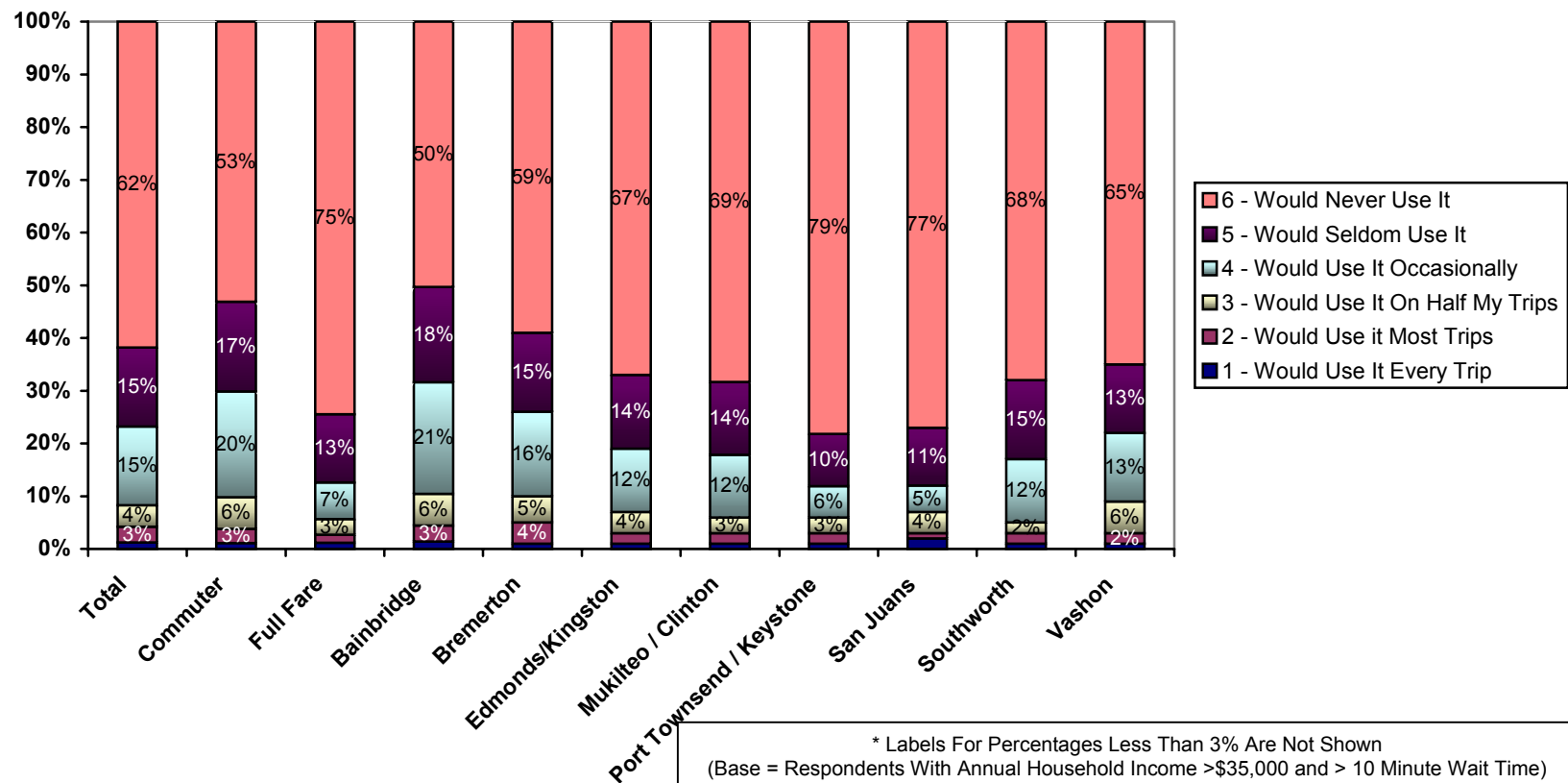
Q10 At The Terminal, Expected Frequency To Use: Dry Cleaners

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'..

Percent Of Riders Who Will Use Service For At Least Half Of The Trips

Total	Commuter	Full Fare	Bainbridge	Bremerton	Edmonds	Mukilteo	PT – Key	San Juan	Southworth	Vashon
8%	10%	6%	11%	90%	7%	5%	5%	7%	5%	9%

At The Terminal, Expected Frequency To Use: Dry Cleaners At The Terminal



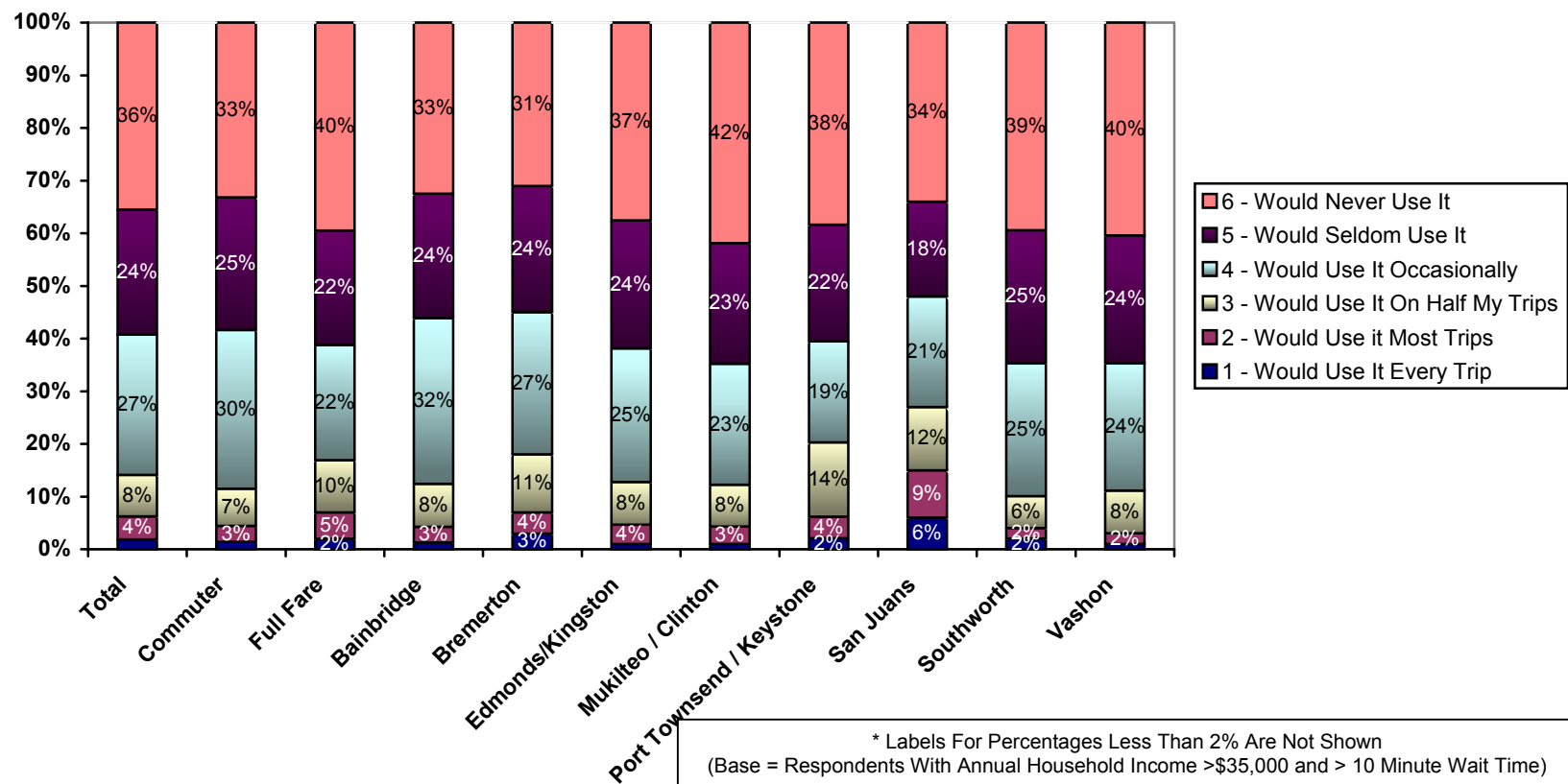
Q10 At The Terminal, Expected Frequency To Use: Carry-Out Meals For Lunch Or Dinner

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'.

Percent Of Riders Who Will Use Service For At Least Half Of The Trips

Total	Commuter	Full Fare	Bainbridge	Bremerton	Edmonds	Mukilteo	PT – Key	San Juan	Southworth	Vashon
13%	11%	16%	12%	18%	13%	12%	21%	27%	11%	11%

At The Terminal, Expected Frequency To Use: Carry-Out Meals For Lunch Or Dinner



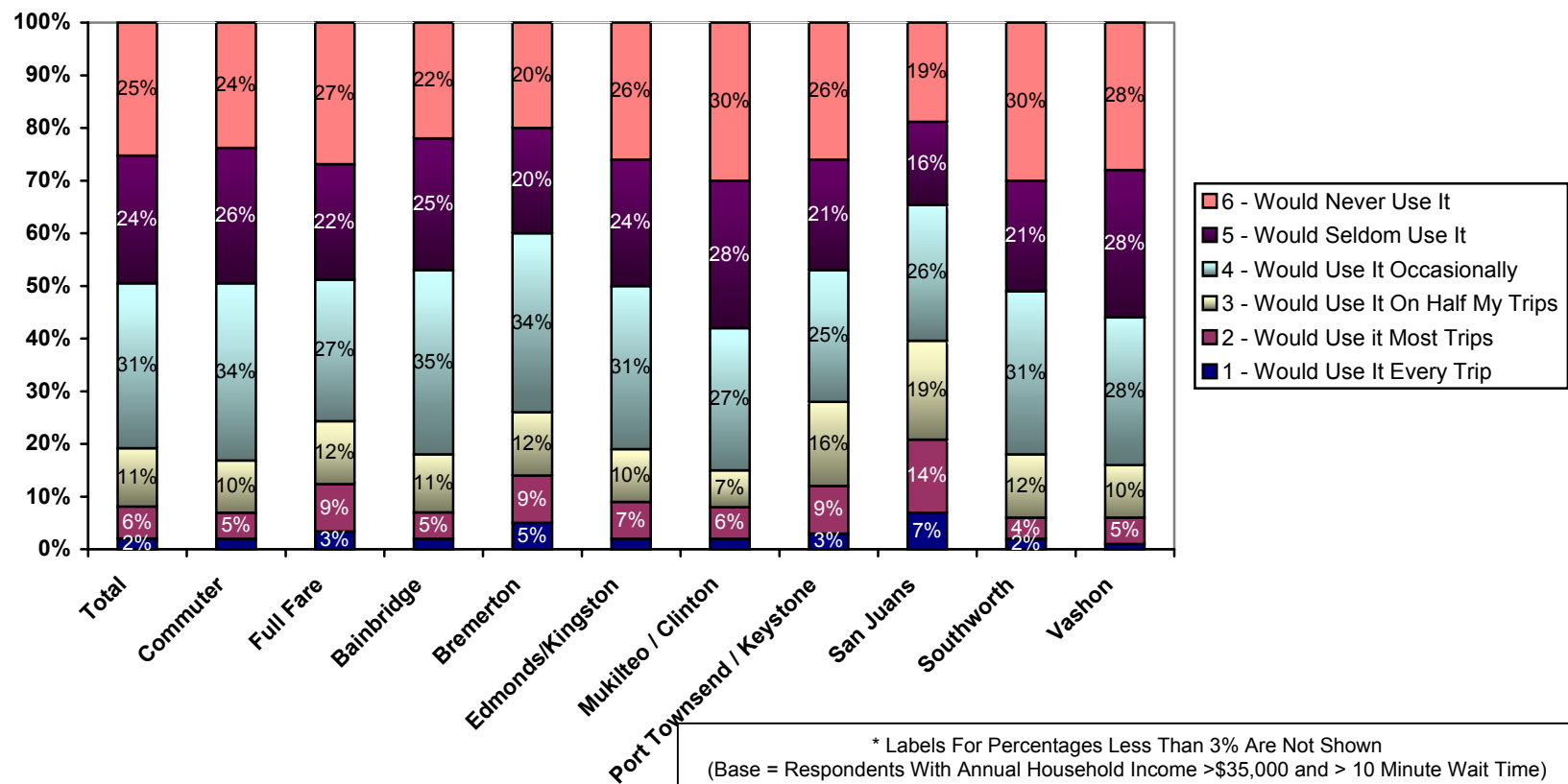
Q10 At The Terminal, Expected Frequency To Use: Food Court

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'.

Percent Of Riders Who Will Use Service For At Least Half Of The Trips

Total	Commuter	Full Fare	Bainbridge	Bremerton	Edmonds	Mukilteo	PT – Key	San Juan	Southworth	Vashon
19%	16%	24%	19%	26%	19%	15%	28%	39%	18%	16%

At The Terminal, Expected Frequency To Use: Food Court At The Terminal



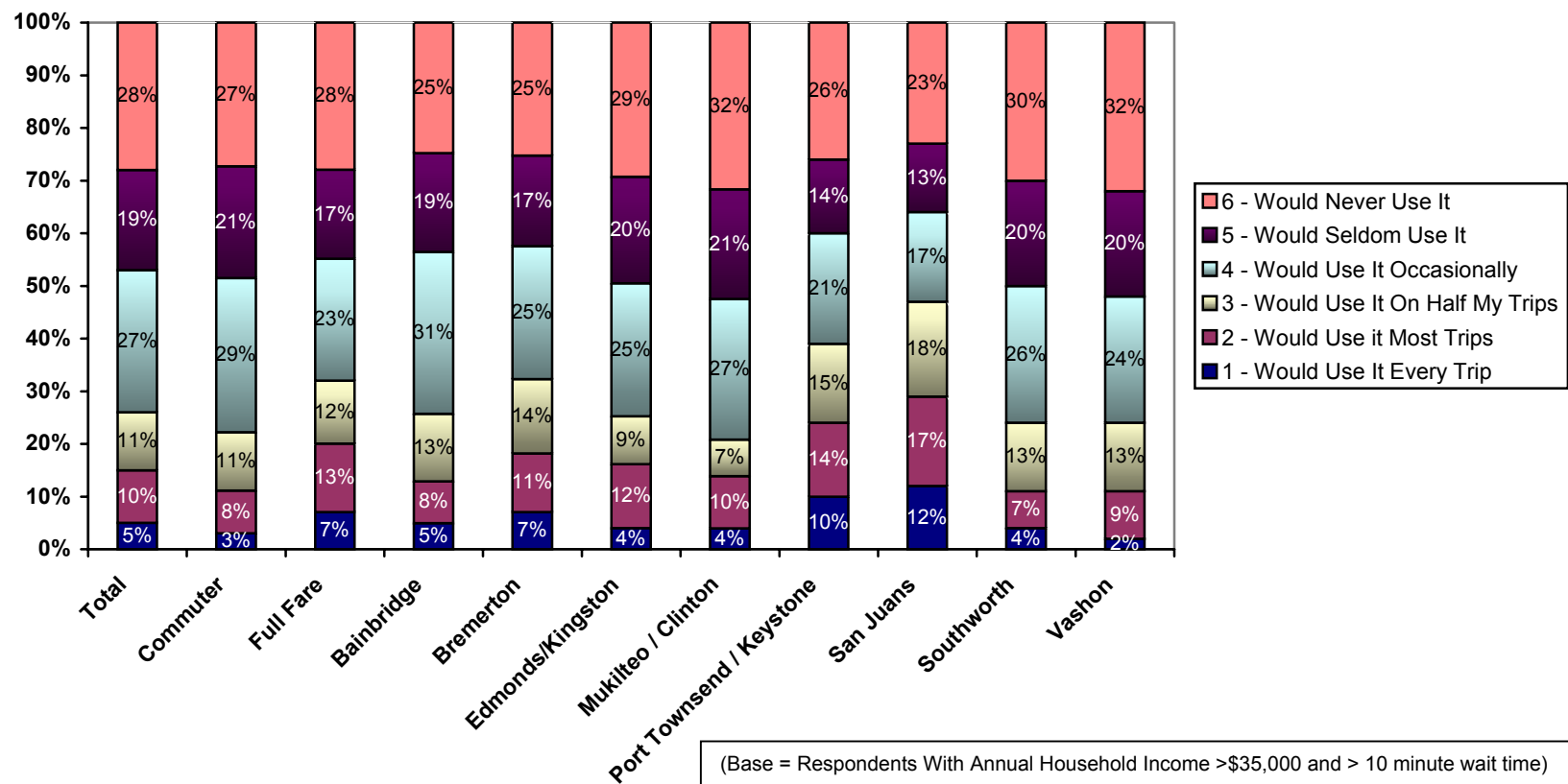
Q10 At The Terminal, Expected Frequency To Use: Espresso Stand

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'.

Percent Of Riders Who Will Use Service For At Least Half Of The Trips

Total	Commuter	Full Fare	Bainbridge	Bremerton	Edmonds	Mukilteo	PT – Key	San Juan	Southworth	Vashon
24%	22%	32%	25%	32%	26%	21%	39%	46%	25%	24%

At The Terminal, Expected Frequency To Use: Espresso Stand At The Terminal



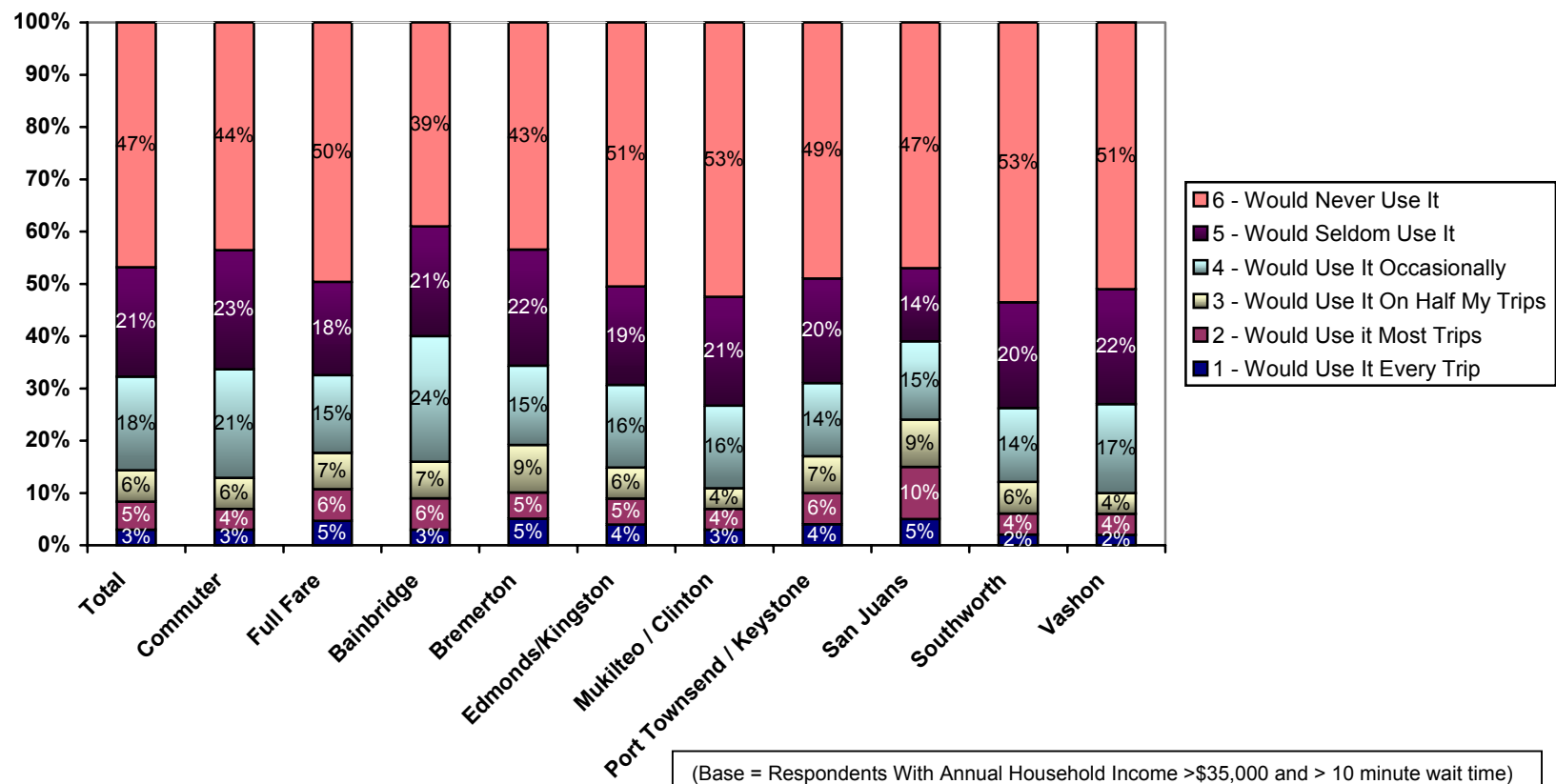
Q10 At The Terminal, Expected Frequency To Use: Pub / Bar

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'.

Percent Of Riders Who Will Use Service For At Least Half Of The Trips

Total	Commuter	Full Fare	Bainbridge	Bremerton	Edmonds	Mukilteo	PT – Key	San Juan	Southworth	Vashon
14%	12%	17%	16%	19%	14%	11%	18%	25%	12%	10%

At The Terminal, Expected Frequency To Use: Pub / Bar At The Terminal



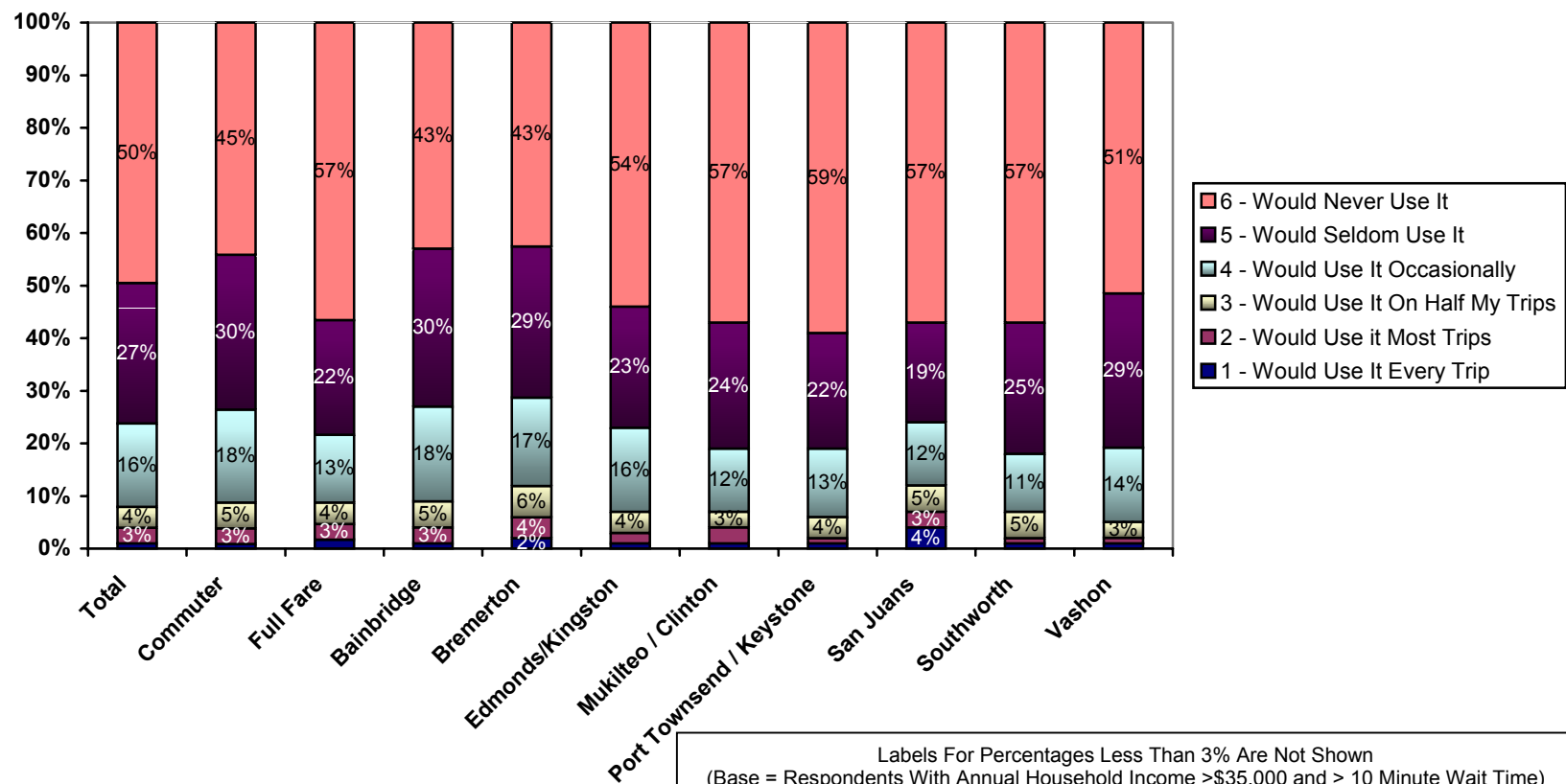
Q10 At The Terminal, Expected Frequency To Use: Kinko's Or Business Center

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'.

Percent Of Riders Who Will Use Service For At Least Half Of The Trips

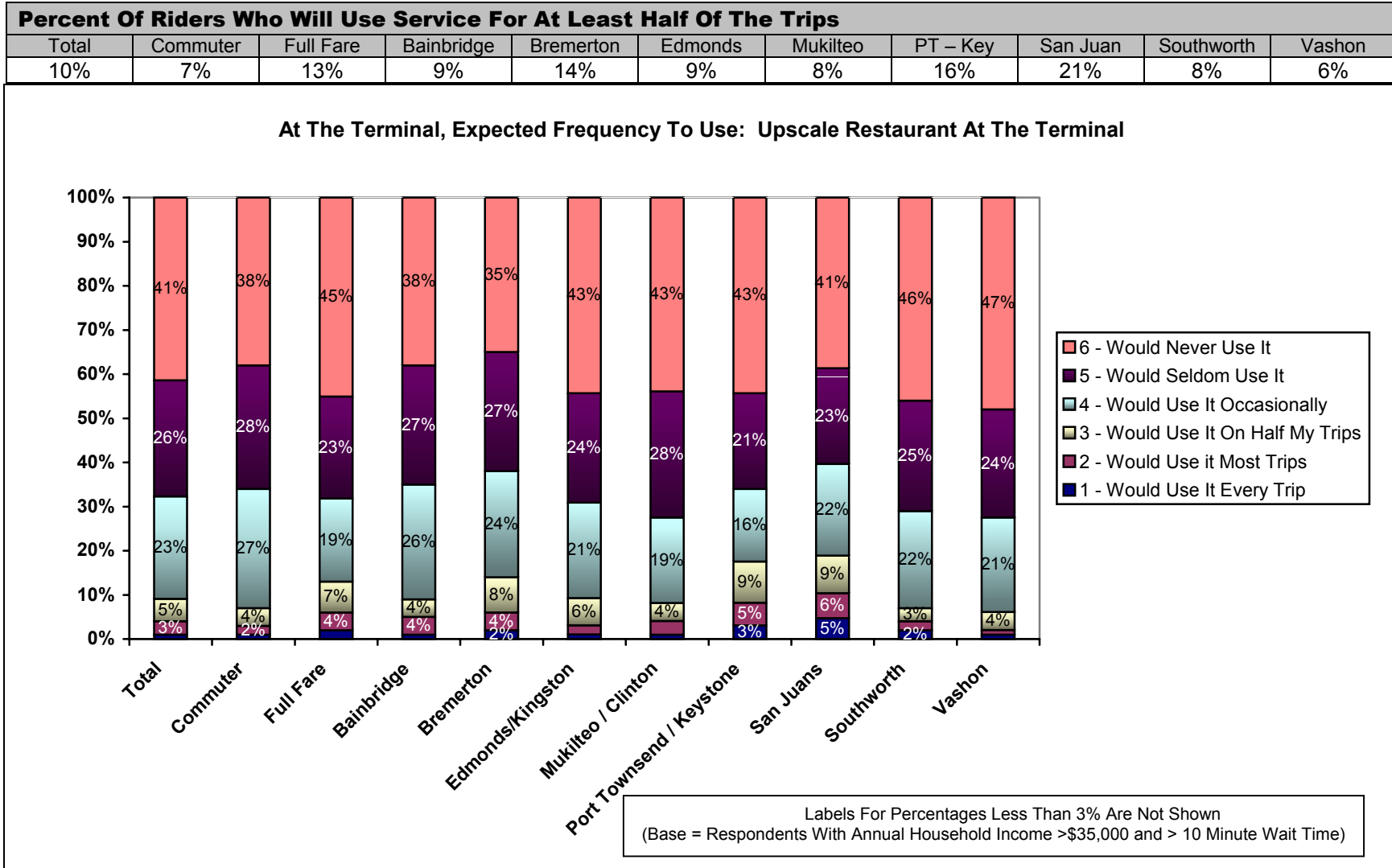
Total	Commuter	Full Fare	Bainbridge	Bremerton	Edmonds	Mukilteo	PT – Key	San Juan	Southworth	Vashon
8%	8%	9%	9%	12%	7%	6%	7%	12%	7%	5%

At The Terminal, Expected Frequency To Use: Kinko's Or Business Center At The Terminal



Q10 At The Terminal, Expected Frequency To Use: Upscale Restaurant

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'.



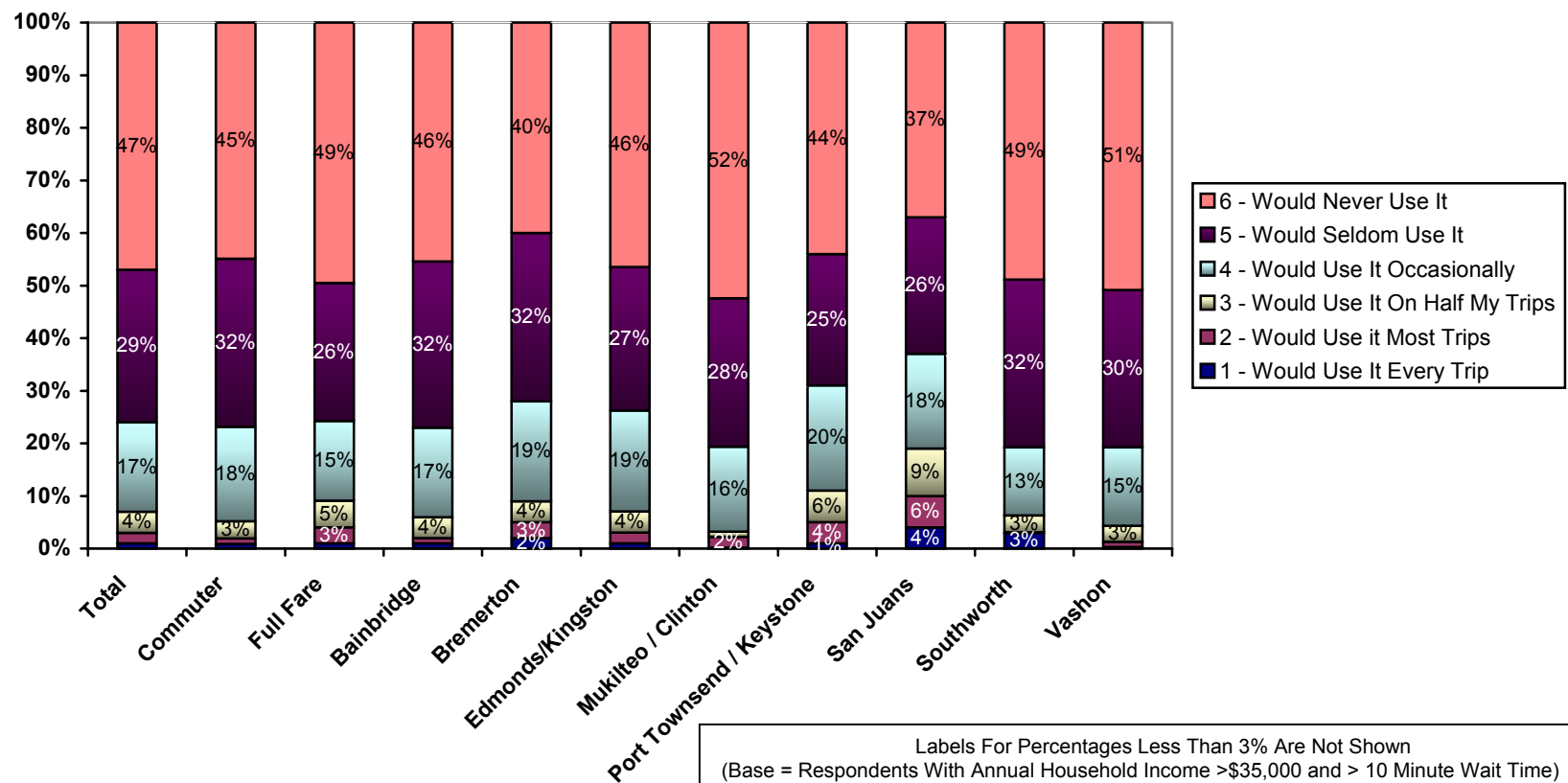
Q10 At The Terminal, Expected Frequency To Use: Made In WA / Northwest Gift Shop

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'.

Percent Of Riders Who Will Use Service For At Least Half Of The Trips

Total	Commuter	Full Fare	Bainbridge	Bremerton	Edmonds	Mukilteo	PT – Key	San Juan	Southworth	Vashon
6%	4%	10%	6%	8%	8%	4%	10%	19%	6%	4%

At The Terminal, Expected Frequency To Use: Made In Washington / Northwest Gift Shop At Terminal



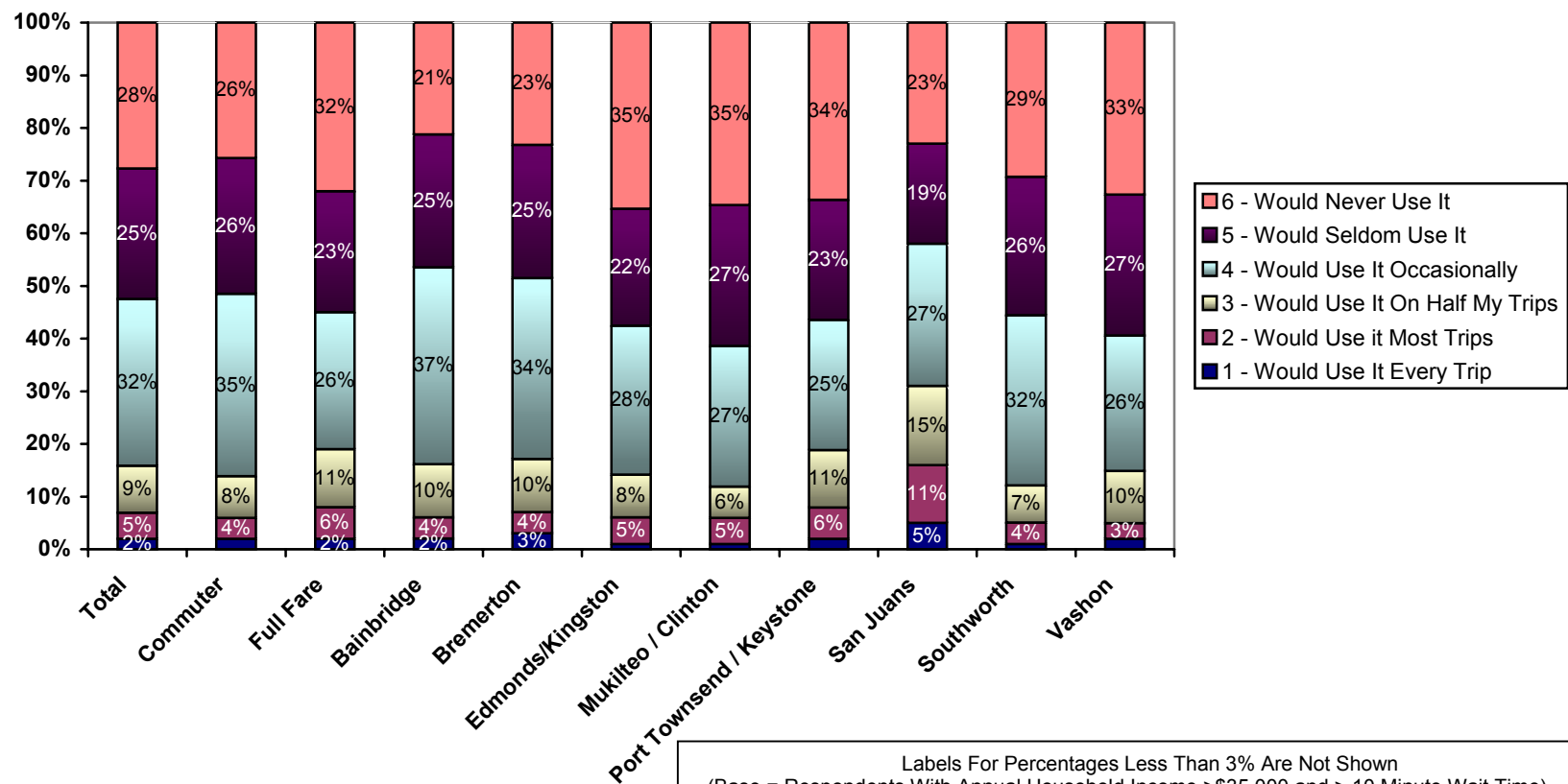
Q10 At The Terminal, Expected Frequency To Use: Bookstore

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'.

Percent Of Riders Who Will Use Service For At Least Half Of The Trips

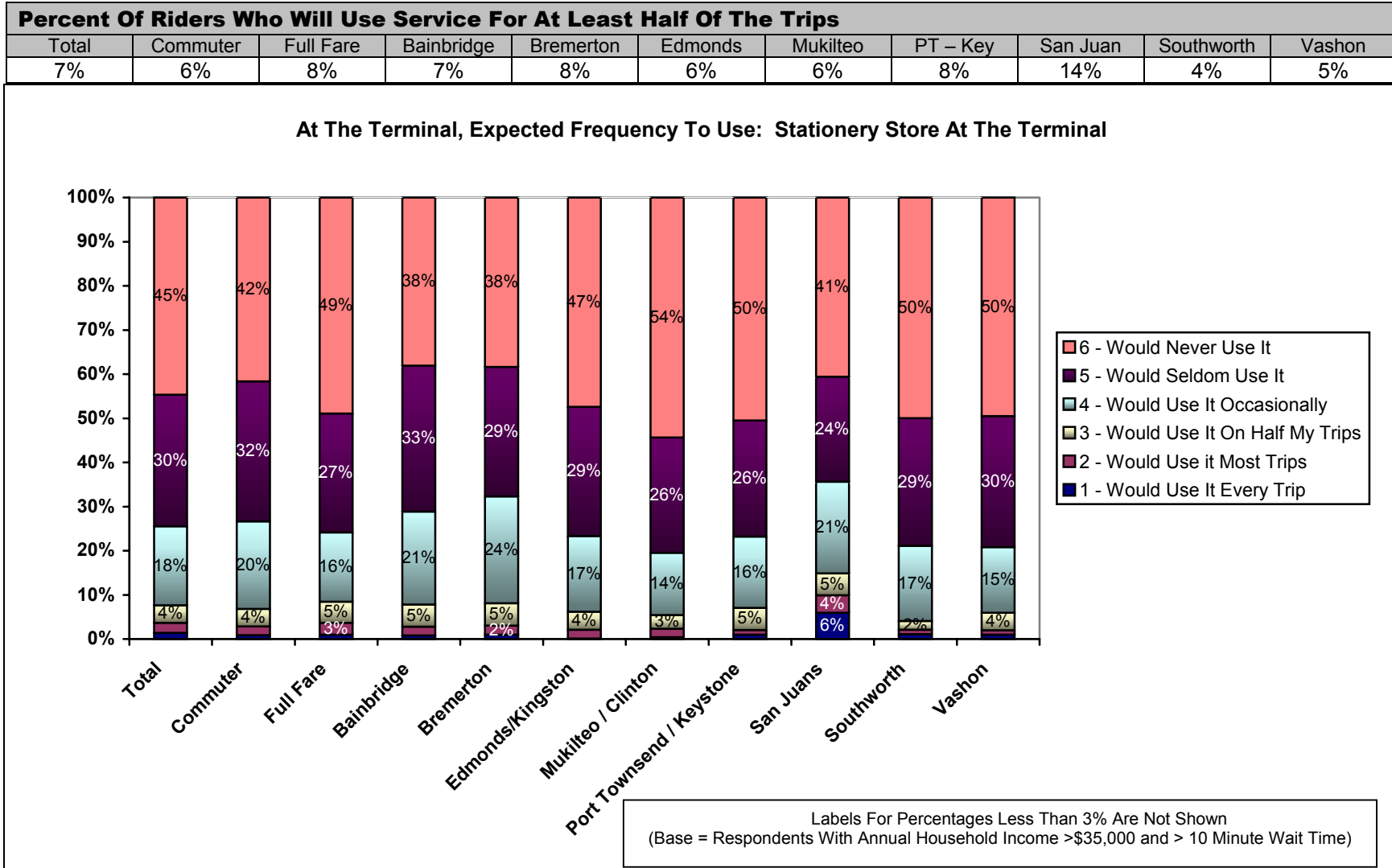
Total	Commuter	Full Fare	Bainbridge	Bremerton	Edmonds	Mukilteo	PT – Key	San Juan	Southworth	Vashon
15%	13%	19%	16%	18%	15%	11%	18%	31%	13%	14%

At The Terminal, Expected Frequency To Use: Bookstore At The Terminal



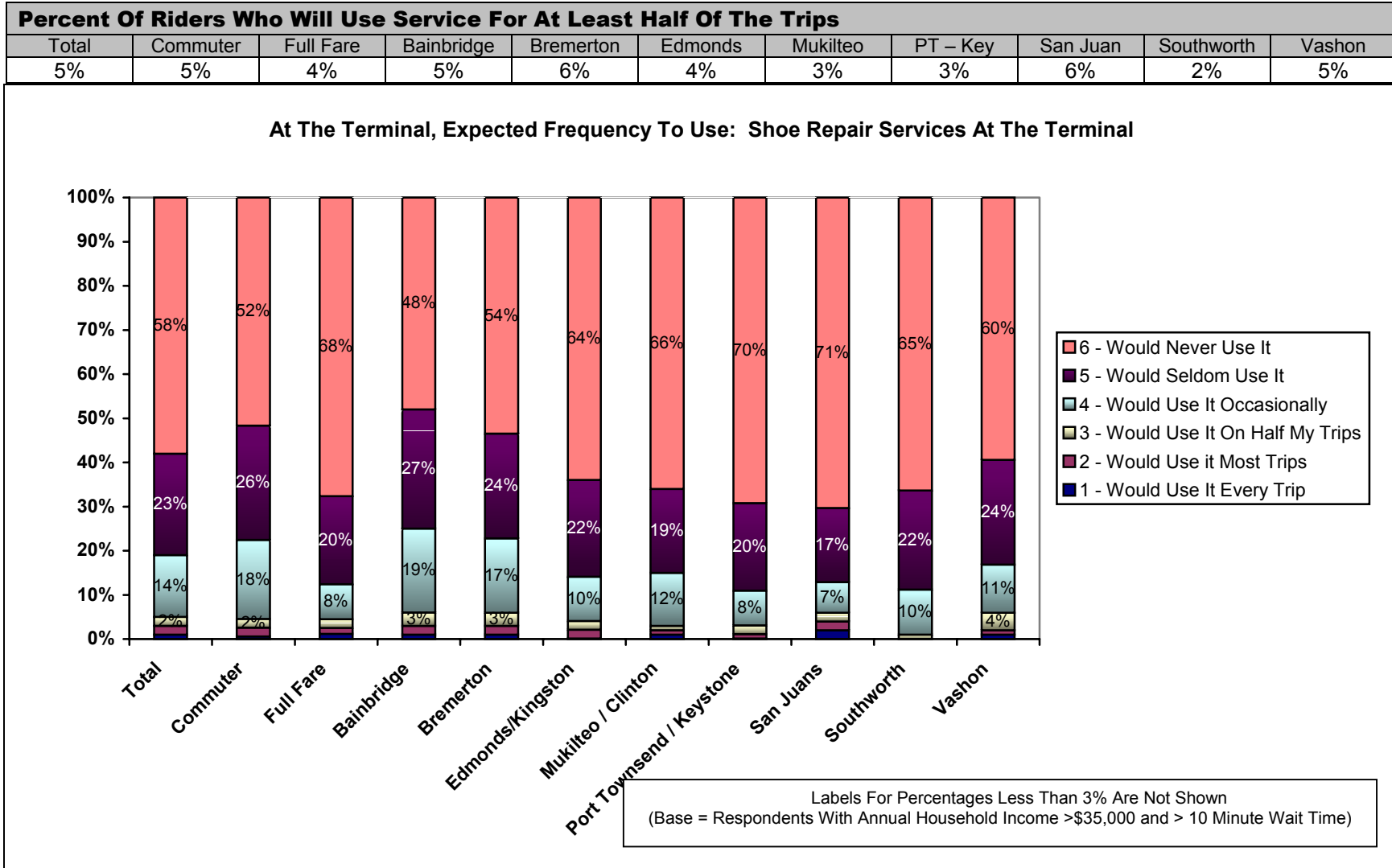
Q10 At The Terminal, Expected Frequency To Use: Stationery Store

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'.



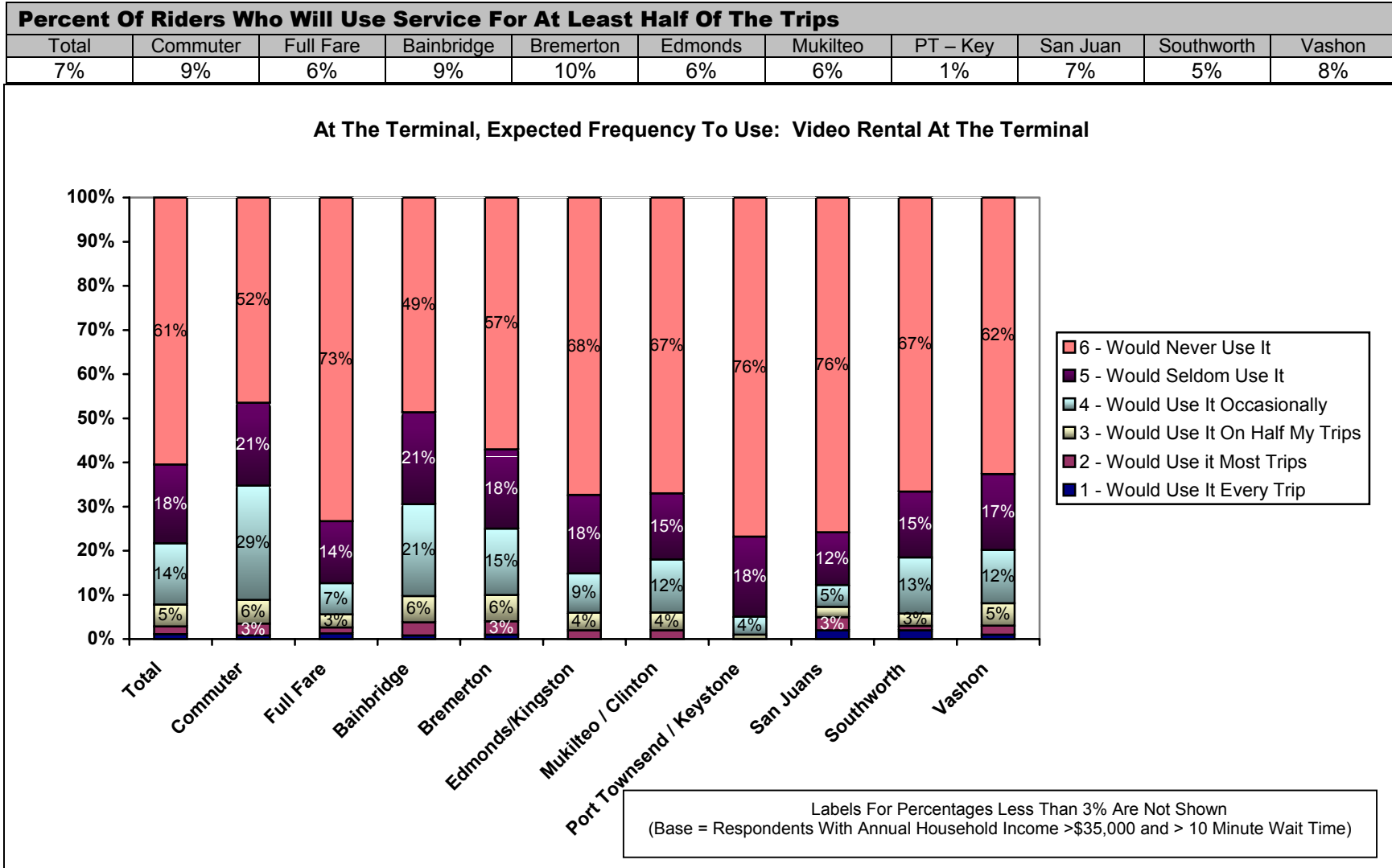
Q10 At The Terminal, Expected Frequency To Use: Shoe Repair Services

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'.



Q10 At The Terminal, Expected Frequency To Use: Video Rental

Washington State Ferries is considering several different amenities to offer on the ferry or in the terminals. For each idea described below, indicate how frequently you would use the service if it were provided on a '1' to '6' scale, where '1' means 'Would Use It Every Trip' and '6' means 'Would Never Use It'.



Q10 Other Suggested Services & Amenities Given By Respondents

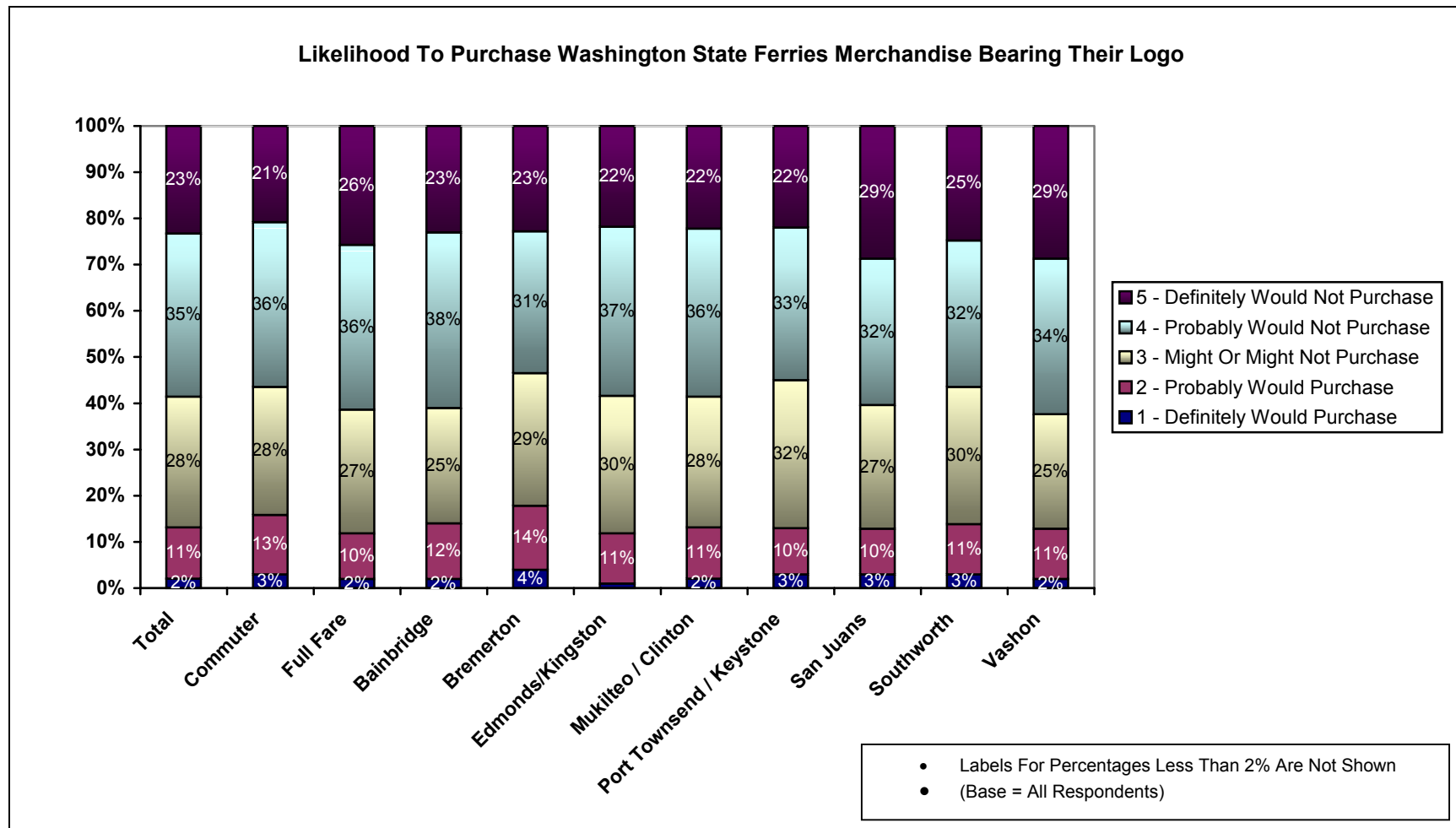
Riders were given the opportunity to give other suggestions for services or amenities they would like either on the ferry or at the terminal. The following table shows the array of responses given by 2% or greater of the respondents who made suggestions. Notably, most of the suggestions were proposed for both use on the ferry and at terminals.

SUGGESTION	% SUGGESTED FOR ON THE FERRY [n=482]	% SUGGESTED FOR AT THE TERMINAL [n=144]
Exercise Equipment / Classes	18%	5%
TV Access	13	10
Pay / Public Phones	7	1
Live Music Entertainment	6	4
Children's Play Area / Daycare	4	6
Quiet (Cell Phone & Child Free) Areas	4	1
ATM Machines	4	5
Sell Tickets Onboard	3	1
Post Office	3	7
Ferry Tours / Educational, Historical or Interpretive Center	2	1
Barber Shop / Salon	2	3
Video Games	2	2
Sell Lottery tickets / Have slot machines, pull-tabs	2	4
Computer / Internet Lab Access	1	6
Convenience Store	1	5
Deli / Salad Bar	1	2
Sell Flowers	0	3
Bakery / Donut Shop	0	2

Q11 Likelihood To Purchase Merchandise Bearing WSF Logo

Intent to purchase WSF logo merchandise, including shirts, hats, and mugs are surprisingly low. Very few riders (2%) indicated they definitely would purchase WSF logo merchandise for a friend, family member or someone in their household.

This finding indicates the need to conduct additional concept testing for specific articles of WSF logo merchandise, to carefully evaluate the appeal in an environment including visual display of the merchandise.



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Analysis of Current Ferry Services

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Q13 Summary For Importance Of / Satisfaction With Ferry Services

A series of twelve ferry services that are currently provided by WSF is analyzed on the basis of both importance to riders and satisfaction of riders with the service delivery. The importance of each ferry service is analyzed on the basis of percent “extremely or somewhat important” and service satisfaction is analyzed on the basis of “extremely or somewhat satisfied”.

Performance on core transportation services top the list of importance, including on-time performance (97%) and route reliability (96%). Satisfaction levels are 67% to 75%, indication one-fourth to one-third of riders are dissatisfied with performance in these areas. These findings are consistent with the overall levels of satisfaction with WSF performance, as these core transportation services are at the heart of the overall WSF service.

Cleanliness, of the ferry in general (93%) and restrooms in specific (95%), is also extremely important to riders. Satisfaction levels are 73% and 64%, lower for cleanliness of restrooms. Similar as noted above, 27% to 36% of riders are dissatisfied with ferry cleanliness.

Friendliness and helpfulness of employees is very important to riders (91%). Yet one-third of riders are dissatisfied with employee attitudes. This finding is consistent with rider comments about the need to improve customer service.

Enforcement of rules about smoking, rowdiness and animals are a priority among ferry riders. Satisfaction levels range from 54% to 64%, indicating one-third to nearly one-half of riders is not satisfied.

On-board communication with the crew and announcements are also felt to be satisfactory only among about half of ferry riders.

Services on Ferry	% Importance	% Satisfaction
On-Time Performance	97	67
Route Reliability / No Cancellations	96	76
Cleanliness Of Restroom On Ferry	95	64
Cleanliness Of Ferry	93	73
Friendly / Helpful Ferry Employees	91	66
Comfort Of Onboard Seating	86	71
Overall Appearance Of The Ferry	87	71
Enforcement Of Rules On Smoking	84	64
Enforcement Of Rules On Rowdiness	84	60
Clarity Of Onboard Announcements	81	50
Ability To Contact Crew Members Onboard Ferry	72	52
Enforcement Of Rules On Animals	65	54

Q13 Summary Of Satisfaction With Ferry Services By Route

Services performed on the ferry are also analyzed by the specific route. This analysis is based on a simple average of the route's scores for twelve ferry-related services, excluding access for disabled riders, which is analyzed among a subgroup of riders in a separate section.

Average satisfaction scores for the ferry services by route are shown below, with a comparison to the average satisfaction score across all routes. It should be noted that each route is rated only by the riders who were using the route when the satisfaction data was collected.

The finding that satisfaction tends to be higher on the full fare routes, Port Townsend / Keystone and Anacortes / San Juans, is expected.

It is interesting to note the average satisfaction level for Edmonds / Kingston is relatively high.

The pattern of lower satisfaction for Vashon, Southworth and Bremerton is consistent across measures, as will be shown in the following section.

Results for each terminal are shown on the following sections.

<u>Routes (base)</u>	<u>Ferry Service Satisfaction</u>	<u>Comparative To Average</u>
	%	%
Port Townsend / Keystone (246)	70	Above
Edmonds / Kingston (1411)	68	Above
Anacortes / San Juans (237)	66	Above
Bainbridge (2073)	66	Above
Mukilteo / Clinton (1250)	66	Above
Average for Ferry Services	63%	
Bremerton (693)	58	Below
Southworth (298)	56	Below
Vashon (622)	53	Below

Q13 Satisfaction With Ferry Services for Port Townsend / Keystone Route

The overall average satisfaction score for the Port Townsend / Keystone route is 70%, above the average route satisfaction score of 63%.

On specific service areas, the Port Townsend / Keystone route also scored above the average for all routes in many areas.

In fact, Keystone scored above average on every service except route reliability.

This finding is explained by the occasional cancellation of scheduled trips due to low tide conditions.

Port Townsend / Keystone	% Importance	% Satisfaction	Average Route Satisfaction
	%	%	%
On-Time Performance	95	75	67
Route Reliability	95	71	76
Cleanliness Of Restroom On Ferry	94	74	64
Cleanliness Of Ferry	92	78	73
Overall Appearance Of Ferry	88	74	71
Enforcement Of Rules On Rowdiness	88	67	60
Friendly / Helpful Ferry Employees	93	75	66
Enforcement Of Rules On Smoking	87	71	64
Port Townsend / Keystone Average	87%	70%	63%
Clarity Of Onboard Announcement	87	57	50
Comfort Of Onboard Seating	85	75	71
Enforcement Of Rules On Animals	75	65	54
Ability To Contact Crew Members Onboard Ferry	75	56	52

Q13 Satisfaction With Ferry Services for Edmonds / Kingston Route

The overall average satisfaction score for the Edmonds / Kingston route is 68%, above the average route satisfaction score of 63%.

On specific services, the Edmonds / Kingston route also scored above the average for all routes in many areas. In fact, Edmonds / Kingston scored above average on most services except the enforcement of rules about smoking.

Edmonds / Kingston Ferry Services	% Importance	% Satisfaction	Average Route Satisfaction
	%	%	%
On-Time Performance	97	74	67
Route Reliability	96	82	76
Cleanliness Of Restroom On Ferry	95	71	64
Cleanliness Of Ferry	94	80	73
Friendly / Helpful Ferry Employees	91	68	66
Overall Appearance Of Ferry	89	77	71
Edmonds / Kingston Average	87%	68%	63%
Enforcement Of Rules On Rowdiness	86	63	60
Comfort Of Onboard Seating	85	75	71
Clarity Of Onboard Announcement	85	54	50
Enforcement Of Rules On Smoking	83	64	64
Ability To Contact Crew Members Onboard Ferry	73	55	52
Enforcement Of Rules On Animals	69	56	54

Q13 Satisfaction With Ferry Services for Anacortes / San Juans Route

The overall average satisfaction score for the Anacortes / San Juans route is 66%, above the average route satisfaction score of 63%.

On specific services, the Anacortes / San Juan's route scored numerically above the average in many areas. In fact, Anacortes / San Juans scored average or above average on most services, except the cleanliness of the ferry restrooms.

Anacortes / San Juans Services	% Importance	% Satisfaction	Average Route Satisfaction
	%	%	%
Route Reliability	96	79	76
On-Time Performance	96	74	67
Cleanliness Of Restroom On Ferry	96	62	64
Friendly / Helpful Ferry Employees	93	71	66
Cleanliness Of Ferry	93	74	73
Comfort Of Onboard Seating	92	71	71
Anacortes / San Juans Average	88%	66%	63%
Clarity Of Onboard Announcement	87	55	50
Overall Appearance Of Ferry	87	72	71
Enforcement Of Rules On Smoking	86	66	64
Enforcement Of Rules On Rowdiness	86	57	60
Ability To Contact Crew Members Onboard Ferry	74	51	52
Enforcement Of Rules On Animals	72	56	54

Q13 Satisfaction With Ferry Services for Bainbridge Route

The overall average satisfaction score for the Bainbridge route is 66%, above the average route satisfaction score of 63%.

On specific services, the Bainbridge route scored numerically above the average in many areas. In fact, Bainbridge scored well below average only on the service of on-time performance.

Bainbridge Ferry Services	% Importance	% Satisfaction	Average Route Satisfaction
	%	%	%
Route Reliability	98	80	76
On-Time Performance	98	57	67
Cleanliness Of Restroom On Ferry	96	66	64
Cleanliness Of Ferry	95	76	73
Comfort Of Onboard Seating	91	77	71
Friendly / Helpful Ferry Employees	91	71	66
Overall Appearance Of Ferry	87	74	71
Bainbridge Ferry Average	87%	66%	63%
Enforcement Of Rules On Smoking	86	64	64
Enforcement Of Rules On Rowdiness	84	59	60
Clarity Of Onboard Announcement	79	55	50
Ability To Contact Crew Members Onboard Ferry	71	54	52
Enforcement Of Rules On Animals	64	53	54

Q13 Satisfaction With Ferry Services for Mukilteo / Clinton Route

The overall average satisfaction score for the Mukilteo / Clinton route is 66%, above the average route satisfaction score of 63%.

On the top two most important services, route reliability and on-time performance, the Mukilteo / Clinton route scored dramatically above-average. The relatively strong ability of this route to provide on time performance is probably due in part to the fact that it is a short, single destination route.

Mukilteo / Clinton scored below average on cleanliness of the restroom, comfort of onboard seating and clarity of onboard announcements

Mukilteo / Clinton Ferry Services	% Importance	% Satisfaction	Average Route Satisfaction
	%	%	%
Route Reliability	96	89	76
On-Time Performance	96	84	67
Cleanliness Of Restroom On Ferry	93	62	64
Cleanliness Of Ferry	90	72	73
Friendly / Helpful Ferry Employees	90	67	66
Overall Appearance Of Ferry	83	68	70
Mukilteo / Clinton Ferry Average	83%	66%	63%
Enforcement Of Rules On Smoking	82	65	64
Enforcement Of Rules On Rowdiness	81	64	60
Comfort Of Onboard Seating	78	67	71
Clarity Of Onboard Announcement	77	45	50
Ability To Contact Crew Members Onboard Ferry	69	52	52
Enforcement Of Rules On Animals	65	57	54

Q13 Satisfaction With Ferry Services for Bremerton Route

The overall average satisfaction score for the Bremerton route is 58%, below the average route satisfaction score of 63%.

On the most important service, on-time performance, the Bremerton route scored above-average.
Bremerton scored below average on nearly all other services.

Bremerton Ferry Services	% Importance	% Satisfaction	Average Route Satisfaction
	%	%	%
On-Time Performance	97	75	67
Route Reliability	96	75	76
Cleanliness Of Restroom On Ferry	94	51	64
Cleanliness Of Ferry	93	60	73
Comfort Of Onboard Seating	91	61	71
Friendly / Helpful Ferry Employees	89	59	66
Overall Appearance Of Ferry	89	59	71
Bremerton Ferry Average	87%	58%	63%
Enforcement Of Rules On Rowdiness	87	53	60
Clarity Of Onboard Announcement	85	47	50
Enforcement Of Rules On Smoking	84	60	64
Ability To Contact Crew Members Onboard Ferry	78	49	52
Enforcement Of Rules On Animals	66	48	54

Q13 Satisfaction With Ferry Services for Southworth Route

The overall average satisfaction score for the Southworth route is 56%, below the average route satisfaction score of 63%.

Southworth scored below average on nearly all services, except appearance of the ferry and enforcement of rules. Notably, scores for key areas of on-time performance and reliability are very low in comparison to other routes. The score for friendliness of employees is also very low.

Southworth Ferry Services	% Importance	% Satisfaction	Average Route Satisfaction
	%	%	%
On-Time Performance	95	46	67
Route Reliability	95	47	76
Friendly / Helpful Ferry Employees	92	52	66
Cleanliness Of Restroom On Ferry	92	62	64
Cleanliness Of Ferry	90	68	73
Comfort Of Onboard Seating	86	62	71
Southworth Ferry Average	86%	56%	63%
Clarity Of Onboard Announcement	85	44	50
Enforcement Of Rules On Rowdiness	85	57	60
Overall Appearance Of Ferry	84	62	71
Enforcement Of Rules On Smoking	82	64	64
Ability To Contact Crew members Onboard Ferry	76	46	52
Enforcement Of Rules On Animals	64	54	54

Q13 Satisfaction With Ferry Services for Vashon Route

The overall average satisfaction score for the Vashon route is 53%, below the average route satisfaction score of 63%.

Vashon scored below average on nearly all services, except cleanliness of restrooms on the ferry.
On-time performance, route reliability and employee friendliness are well below average.

Vashon Ferry Services	% Importance	% Satisfaction	Average Route Satisfaction
	%	%	
On-Time Performance	97	43	67
Route Reliability	96	44	76
Cleanliness Of Restroom On Ferry	93	63	64
Friendly / Helpful Ferry Employees	90	54	66
Cleanliness Of Ferry	89	67	73
Overall Appearance Of Ferry	83	64	71
Vashon Ferry Average	82%	53%	63%
Enforcement Of Rules On Rowdiness	80	55	60
Enforcement Of Rules On Smoking	79	59	64
Clarity Of Onboard Announcement	79	33	50
Comfort Of Onboard Seating	77	61	71
Ability To Contact Crew Members Onboard Ferry	65	42	52
Enforcement Of Rules On Animals	56	46	54

Q13 Summary For Importance Of / Satisfaction With Services At Terminal of Origin

A series of nine ferry services at the origin terminal is analyzed on the basis of both importance to riders and satisfaction of riders with the service delivery. The importance of each ferry service at the origin terminal is analyzed on the basis of percent “extremely or somewhat important” and service satisfaction is analyzed on the basis of “extremely or somewhat satisfied”.

This discussion focuses on satisfaction results across all ferry routes. The ferry services are listed below, in descending order by importance to ferry riders.

The most important services at the terminal of origin are related to the core ferry transportation services including ease of loading (92%), clear directions for loading the ferry (89%) and ease of purchasing tickets (88%). About two in three riders are satisfied with these services, leaving one-third who are dissatisfied.

Restroom cleanliness is also felt to be very important (89%), but only one-half of riders (53%) are satisfied with this service. Results for appearance of the terminal are similar.

While road signage to the terminal is important (78%), only five of eight riders are satisfied with road signage.

Availability of brochures for schedules and fares is felt to be reasonably important (85% and 72%), yet riders feel there is room for improvement, especially for the fare brochures (67% satisfied).

Service at Origin Terminal	% Important	% Satisfied
	%	%
Ease Of Loading The Ferry	92	69
Clear Directions From Employees Loading Ferry	89	66
Cleanliness Of Restroom At Terminal Where You Started	89	53
Ease Of Purchasing Tickets At The Ferry Terminal	88	67
Availability Of Ferry Schedule Brochures	85	79
Cleanliness Of Terminal Where You Started	85	63
Road Signage To The Terminal	78	62
Overall Appearance Of Terminal Where You Started	78	60
Availability Of Fare Brochures	72	67

Q13 Summary For Importance Of / Satisfaction With Ferry Services At Destination Terminal

A series of five services delivered at the destination terminal is analyzed on the basis of both importance to riders and satisfaction of riders with the service delivery. The importance of each ending terminal service is analyzed on the basis of percent “extremely or somewhat important” and service satisfaction is analyzed on the basis of “extremely or somewhat satisfied”.

The most important services at the destination terminal relate to core transportation function of WSF, exiting the ferry (94%) and exiting the terminal (91%). About seven in ten riders is satisfaction with the process of exiting, indicating about 30% of riders are dissatisfied.

Just over half the riders are satisfied with the cleanliness (61%) and appearance (60%) of the destination terminal. Ratings of the bathrooms (52%) are lower than general appearance and cleanliness.

Services at Destination Terminal	% Important	% Satisfied
	%	%
Ease Of Exiting The Ferry	94	73
Ease Of Exiting The Terminal	91	69
Cleanliness Of Restroom At Destination Terminal	86	52
Cleanliness Of Destination Terminal	83	61
Overall Appearance Of Destination Terminal	79	60

Q13 Summary For Satisfaction With Services At The Terminal (Combined For Origin and Destination)

Services performed at the destination terminal are analyzed by the specific terminal. This analysis is based on a simple average of the scores for five terminal-related services, excluding bus services that are analyzed in a separate section.

Average satisfaction scores for the terminals are shown below, with a comparison to the average satisfaction score across all terminals. It should be noted that each terminal is rated only by the riders who were riding to that terminal when the survey was completed.

Generally, the terminals serving full fare routes generate the best ratings.
 Earlier favorable results for Edmonds and Kingston are repeated in these terminal ratings.
 Vashon and Southworth also continue to generate below average ratings as destination terminals.

<u>Destination Terminals (base)</u>	<u>%Terminal Satisfaction</u>	<u>Comparative To Average</u>
	%	%
Clinton (424)	74	Above
Port Townsend (269)	74	Above
Keystone (260)	73	Above
Kingston (506)	73	Above
Edmonds (485)	72	Above
Mukilteo (460)	71	Above
Anacortes (256)	70	Equal
Bremerton (711)	68	Equal
Friday harbor (274)	68	Equal
Average	67%	
Southworth (164)	62	Below
Vashon (272)	61	Below
Fauntleroy (496)	59	Below
Bainbridge (994)	58	Below
Seattle (1248)	56	Below

The following pages show combined origin and destination results for each terminal.

Q13 Comparison Of Clinton Terminal Satisfaction To Average Of All Terminals

The overall average satisfaction score for Clinton is 74%, above the average terminal satisfaction score of 67%.

On specific service areas, Clinton also scored above the average for all terminals in many areas. Cleanliness of restrooms and overall appearance of the terminal are two areas in which Clinton scores well above-average.

<u>Service at Clinton Terminal</u>	<u>% Important</u>	<u>%Satisfied</u>	<u>Terminal Average</u>
	%	%	%
Ease Of Exiting The Ferry	95	77	73
Ease Of Exiting The Terminal	90	74	69
Ease Of Purchasing Tickets At The Ferry Terminal	90	72	67
Clear Directions From Employees Loading Ferry	90	68	66
Ease Of Loading The Ferry	89	74	69
Cleanliness Of Restroom At Terminal Where You Started	88	73	53
Clinton Terminal Average	84%	74%	67%
Cleanliness Of Terminal Where You Started	83	80	63
Cleanliness Of Restroom At Destination Terminal	83	69	52
Cleanliness Of Destination Terminal	81	71	61
Road Signage To The Terminal	80	73	62
Availability Of Ferry Schedule Brochures	80	81	79
Overall Appearance Of Destination Terminal	77	69	60
Overall Appearance Of Terminal Where You Started	76	78	60
Availability Of Fare Brochures	69	71	67

Q13 Comparison Of Keystone Terminal Satisfaction To Average Of All Terminals

The overall average satisfaction score for Keystone is 73%, above the average terminal satisfaction score of 67%.

On specific service areas, Keystone also scored above the average for all terminals in many areas.
In fact, Keystone scored above average on every service except availability of ferry schedule brochures.

Services at Keystone Terminal	% Important	% Satisfied	WSF Terminal Average
	%	%	%
Ease Of Exiting The Ferry	95	80	73
Ease Of Exiting The Terminal	93	78	69
Ease Of Loading The Ferry	90	80	69
Ease Of Purchasing Tickets At The Ferry Terminal	89	77	67
Clear Directions From Employees Loading Ferry	88	78	66
Availability Of Ferry Schedule Brochures	87	76	79
Cleanliness Of Restroom at Terminal Where You Started	87	66	53
Keystone Terminal Average	86%	73%	67%
Road Signage To The Terminal	86	72	62
Cleanliness Of Restroom At Destination Terminal	85	68	52
Cleanliness Of Terminal Where You Started	84	73	63
Cleanliness Of Destination Terminal	84	74	61
Overall Appearance Of Destination Terminal	81	70	60
Availability Of Fare Brochures	79	68	67
Overall Appearance Of Terminal Where You Started	78	72	60

Q13 Comparison Of Port Townsend Terminal Satisfaction To Average Of All Terminals

The overall average satisfaction score for Port Townsend is 74%, above the average terminal satisfaction score of 67%.

On specific service areas, Port Townsend also scored average or above average on every service...

<u>Services at Port Townsend Terminal</u>	<u>% Important</u>	<u>% Satisfied</u>	<u>WSF Terminal Average</u>
	%	%	%
Ease Of Loading The Ferry	93	82	69
Ease Of Exiting The Ferry	92	79	73
Clear Directions From Employees Loading Ferry	91	78	66
Cleanliness Of Restroom at Terminal Where You Started	91	74	53
Ease Of Exiting The Terminal	90	76	69
Availability Of Ferry Schedule Brochures	89	80	79
Ease Of Purchasing Tickets At The Ferry Terminal	89	73	67
Cleanliness Of Restroom At Destination Terminal	88	63	52
Port Townsend Terminal Average	87%	74%	67%
Road Signage To The Terminal	87	71	62
Cleanliness Of Destination Terminal	84	72	61
Overall Appearance Of Destination Terminal	83	71	60
Cleanliness Of Terminal Where You Started	85	77	63
Availability Of Fare Brochures	80	72	67
Overall Appearance Of Terminal Where You Started	79	72	60

Q13 Comparison Of Kingston Terminal Satisfaction To Average Of All Terminals

The overall average satisfaction score for Kingston is 73%, above the average terminal satisfaction score of 67%.

On specific service areas, Kingston also scored above the average for all terminals in many areas.

Some of the strongest areas include ease of loading and exiting, and general cleanliness of the terminal and restrooms.

<u>Services at Kingston Terminal</u>	<u>% Important</u>	<u>% Satisfied</u>	<u>WSF Terminal Average</u>
	%	%	%
Ease Of Exiting The Ferry	94	84	73
Ease Of Loading The Ferry	91	80	69
Ease Of Exiting The Terminal	92	78	69
Clear Directions From Employees Loading Ferry	89	70	66
Cleanliness Of Restroom at Terminal Where You Started	89	66	53
Ease Of Purchasing Tickets At The Ferry Terminal	88	77	67
Kingston Terminal Average	86%	73%	67%
Availability Of Ferry Schedule Brochures	85	79	79
Cleanliness Of Terminal Where You Started	85	73	63
Cleanliness Of Restroom At Destination Terminal	83	62	52
Road Signage To The Terminal	83	70	62
Overall Appearance Of Destination Terminal	82	73	60
Cleanliness Of Destination Terminal	82	71	61
Overall Appearance Of Terminal Where You Started	77	73	60
Availability Of Fare Brochures	76	66	67

Q13 Comparison Of Edmonds Terminal Satisfaction To Average Of All Terminals

The overall average satisfaction score for Edmonds is 72%, above the average terminal satisfaction score of 67%.

On specific service areas, Edmonds also scored above the average for all terminals in many areas. Some of the strongest areas include ease of exiting and general cleanliness of the terminal and restrooms.

Services at Edmonds Terminal	% Important	% Satisfied	WSF Terminal Average
	%	%	%
Ease Of Loading The Ferry	95	74	69
Ease Of Exiting The Ferry	95	83	73
Ease Of Purchasing Tickets At The Ferry Terminal	92	75	67
Clear Directions From Employees Loading Ferry	92	70	66
Ease Of Exiting The Terminal	90	77	69
Cleanliness Of Restroom at Terminal Where You Started	89	66	53
Edmonds Terminal Average	86%	72%	67%
Availability Of Ferry Schedule Brochures	85	79	79
Cleanliness Of Restroom At Destination Terminal	85	60	52
Cleanliness Of Destination Terminal	85	70	61
Cleanliness Of Terminal Where You Started	83	75	63
Road Signage To The Terminal	82	68	62
Overall Appearance Of Destination Terminal	80	72	60
Availability Of Fare Brochures	71	70	67
Overall Appearance Of Terminal Where You Started	78	74	60

Q13 Comparison Of Mukilteo Terminal Satisfaction To Average Of All Terminals

The overall average satisfaction score for Mukilteo is 71%, above the average terminal satisfaction score of 67%.

On specific service areas, Mukilteo also scored above the average for all terminals in many areas.

Some of the strongest areas include ease of loading and exiting, and general cleanliness of the terminal and restrooms.

<u>Services at Mukilteo Terminal</u>	<u>% Important</u>	<u>% Satisfied</u>	<u>WSF Terminal Average</u>
	%	%	%
Ease Of Exiting The Ferry	94	82	73
Ease Of Loading The Ferry	92	76	69
Clear Directions From Employees Loading Ferry	91	67	66
Ease Of Purchasing Tickets At The Ferry Terminal	90	70	67
Ease Of Exiting The Terminal	89	77	69
Cleanliness Of Restroom at Terminal Where You Started	87	66	53
Cleanliness Of Restroom At Destination Terminal	87	61	52
Mukilteo Terminal Average	83%	71%	67%
Cleanliness Of Terminal Where You Started	80	74	63
Cleanliness Of Destination Terminal	79	67	61
Availability Of Ferry Schedule Brochures	78	74	79
Road Signage To The Terminal	76	67	62
Overall Appearance Of Destination Terminal	75	70	60
Overall Appearance Of Terminal Where You Started	74	72	60
Availability Of Fare Brochures	70	68	67

Q13 Comparison Of Anacortes Terminal Satisfaction To Average Of All Terminals

The overall average satisfaction score for Anacortes is 70%, above the average terminal satisfaction score of 67%.

On specific service areas, Anacortes also scored above the average for all terminals in many areas.

Some of the strongest areas include ease of purchasing tickets, ease of loading, and clear directions for loading.

<u>Services at Anacortes Terminal</u>	<u>% Important</u>	<u>% Satisfied</u>	<u>WSF Terminal Average</u>
	%	%	%
Ease Of Exiting The Ferry	94	77	73
Ease Of Loading The Ferry	94	73	69
Clear Directions From Employees Loading Ferry	95	75	66
Ease Of Purchasing Tickets At The Ferry Terminal	92	78	67
Ease Of Exiting The Terminal	90	72	69
Cleanliness Of Restroom at Terminal Where You Started	93	60	53
Cleanliness Of Restroom At Destination Terminal	85	58	52
Anacortes Terminal Average	88%	70%	67%
Cleanliness Of Terminal Where You Started	89	68	63
Cleanliness Of Destination Terminal	81	67	61
Availability Of Ferry Schedule Brochures	93	81	79
Road Signage To The Terminal	85	77	62
Overall Appearance Of Destination Terminal	77	64	60
Overall Appearance Of Terminal Where You Started	81	64	60
Availability Of Fare Brochures	80	71	67

Q13 Comparison Of Bremerton Terminal Satisfaction To Average Of All Terminals

The overall average satisfaction score for Bremerton is 68%, equal to the average terminal satisfaction score of 67%.

On specific service areas, Bremerton scored above the average for ease of loading, cleanliness and appearance.

<u>Services at Bremerton Terminal</u>	<u>% Important</u>	<u>% Satisfied</u>	<u>WSF Terminal Average</u>
	%	%	%
Ease Of Exiting The Ferry	94	73	73
Ease Of Exiting The Terminal	92	71	69
Availability Of Ferry Schedule Brochures	88	79	79
Ease Of Loading The Ferry	88	75	69
Cleanliness Of Terminal Where You Started	86	72	63
Bremerton Terminal Average	86%	68%	67%
Ease Of Purchasing Tickets At The Ferry Terminal	86	67	67
Cleanliness Of Destination Terminal	86	64	61
Cleanliness Of Restroom at Terminal Where You Started	86	56	53
Cleanliness Of Restroom At Destination Terminal	86	53	52
Clear Directions From Employees Loading Ferry	85	70	66
Overall Appearance Of Terminal Where You Started	83	72	60
Overall Appearance Of Destination Terminal	82	65	60
Road Signage To The Terminal	80	58	62
Availability Of Fare Brochures	78	69	67

Q13 Comparison Of Friday Harbor Terminal Satisfaction To Average Of All Terminals

The overall average satisfaction score for Friday Harbor is 68%, nearly equal to the average terminal satisfaction score of 67%.

On specific service areas, Friday Harbor scored above the average for ease of purchasing tickets, loading, and exiting. Ratings on cleanliness were conflicting.

Services at Friday Harbor Destination Terminal	% Important	% Satisfied	WSF Terminal Average
	%	%	%
Ease Of Exiting The Ferry	94	67	73
Availability Of Ferry Schedule Brochures	92	80	79
Ease Of Loading The Ferry	92	75	69
Clear Directions From Employees Loading Ferry	91	74	66
Cleanliness Of Restroom at Terminal Where You Started	91	52	53
Ease Of Exiting The Terminal	92	64	69
Ease Of Purchasing Tickets At The Ferry Terminal	90	72	67
Cleanliness Of Terminal Where You Started	86	59	63
Friday Harbor Terminal Average	86%	68%	67%
Cleanliness Of Restroom At Destination Terminal	88	50	52
Road Signage To The Terminal	81	73	62
Cleanliness Of Destination Terminal	87	60	61
Availability Of Fare Brochures	77	70	67
Overall Appearance Of Destination Terminal	82	59	60
Overall Appearance Of Terminal Where You Started	77	58	60

Q13 Comparison Of Southworth Terminal Satisfaction To Average Of All Terminals

The overall average satisfaction score for Southworth is 62%, below the average terminal satisfaction score of 67%.

On specific service areas, Southworth scored above average for ease of exiting and cleanliness of restrooms. Scores are below average for ease of loading, clear direction from loading employees, and some terminal cleanliness areas.

Services at Southworth Terminal	% Important	% Satisfied	WSF Terminal Average
	%	%	%
Ease Of Exiting The Ferry	93	79	73
Availability Of Ferry Schedule Brochures	86	81	79
Ease Of Loading The Ferry	95	59	69
Clear Directions From Employees Loading Ferry	90	49	66
Cleanliness Of Restroom at Terminal Where You Started	88	55	53
Ease Of Exiting The Terminal	88	70	69
Ease Of Purchasing Tickets At The Ferry Terminal	90	64	67
Cleanliness Of Terminal Where You Started	81	58	63
Southworth Terminal Average	84%	62%	67%
Cleanliness Of Restroom At Destination Terminal	83	59	52
Road Signage To The Terminal	77	54	62
Cleanliness Of Destination Terminal	80	63	61
Availability Of Fare Brochures	75	67	67
Overall Appearance Of Destination Terminal	76	61	60
Overall Appearance Of Terminal Where You Started	75	52	60

Q13 Comparison Of Vashon Terminal Satisfaction To Average Of All Terminals

The overall average satisfaction score for Vashon is 61%, below the average terminal satisfaction score of 67%.

On specific service areas, Vashon scored above average for cleanliness of the restroom.

Vashon terminal scores are below average for ease of purchasing tickets, ease of loading and clear direction from loading employees.

<u>Services at Vashon Terminal</u>	<u>% Important</u>	<u>% Satisfied</u>	<u>WSF Terminal Average</u>
	%	%	%
Availability Of Ferry Schedule Brochures	92	77	79
Cleanliness Of Restroom at Terminal Where You Started	92	62	53
Clear Directions From Employees Loading Ferry	92	56	66
Ease Of Exiting The Ferry	91	75	73
Cleanliness Of Terminal Where You Started	90	64	63
Ease Of Loading The Ferry	90	61	69
Ease Of Exiting The Terminal	88	67	69
Ease Of Purchasing Tickets At The Ferry Terminal	87	47	67
Vashon Terminal Average	85%	61%	67%
Cleanliness Of Restroom At Destination Terminal	83	56	52
Overall Appearance Of Terminal Where You Started	79	62	60
Road Signage To The Terminal	78	59	62
Cleanliness Of Destination Terminal	77	54	61
Availability Of Fare Brochures	75	55	67
Overall Appearance Of Destination Terminal	73	58	60

Q13 Comparison Of Fauntleroy Terminal Satisfaction To Average Of All Terminals

The overall average satisfaction score for Fauntleroy is 59%, below the average terminal satisfaction score of 67%.

On specific service areas, Fauntleroy scored below average for many services, including ease of purchasing tickets, ease of loading, clear direction from loading employees, and ease of exiting the terminal.

<u>Services at Fauntleroy Terminal</u>	<u>% Important</u>	<u>% Satisfied</u>	<u>WSF Terminal Average</u>
	%	%	%
Availability Of Ferry Schedule Brochures	85	74	79
Cleanliness Of Restroom at Terminal Where You Started	87	55	53
Clear Directions From Employees Loading Ferry	90	57	66
Ease Of Exiting The Ferry	93	70	73
Cleanliness Of Terminal Where You Started	81	59	63
Ease Of Loading The Ferry	91	57	69
Ease Of Exiting The Terminal	91	61	69
Ease Of Purchasing Tickets At The Ferry Terminal	90	57	67
Fauntleroy Terminal Average	82%	59%	67%
Cleanliness Of Restroom At Destination Terminal	87	54	52
Overall Appearance Of Terminal Where You Started	69	54	60
Road Signage To The Terminal	74	55	62
Cleanliness Of Destination Terminal	80	59	61
Availability Of Fare Brochures	60	58	67
Overall Appearance Of Destination Terminal	72	57	60

Q13 Comparison Of Bainbridge Satisfaction To Average Of All Terminals

The overall average satisfaction score for Bainbridge is 58%, below the average terminal satisfaction score of 67%.

On specific service areas, Bainbridge scored below average for most services, except clear directions for loading and availability of brochures.

Services at Bainbridge Terminal	% Important	% Satisfied	WSF Terminal Average
	%	%	%
Ease Of Exiting The Ferry	95	65	73
Ease Of Loading The Ferry	93	60	69
Ease Of Exiting The Terminal	92	61	69
Cleanliness Of Restroom at Terminal Where You Started	90	43	53
Clear Directions From Employees Loading Ferry	87	67	66
Cleanliness Of Terminal Where You Started	87	58	63
Cleanliness Of Restroom At Destination Terminal	86	44	52
Bainbridge Terminal Average	84%	58%	67%
Cleanliness Of Destination Terminal	84	56	61
Availability Of Ferry Schedule Brochures	83	79	79
Ease Of Purchasing Tickets At The Ferry Terminal	83	59	67
Overall Appearance Of Terminal Where You Started	80	49	60
Overall Appearance Of Destination Terminal	79	49	60
Road Signage To The Terminal	71	58	62
Availability Of Fare Brochures	68	67	67

Q13 Comparison Of Seattle Terminal Satisfaction To Average Of All Terminals

The overall average satisfaction score for Seattle is 56%, below the average terminal satisfaction score of 67%.

In specific areas, Seattle scored below average for most services, especially for cleanliness of the restroom and the terminal.

<u>Services at Seattle Terminal</u>	<u>% Important</u>	<u>% Satisfied</u>	<u>WSF Terminal Average</u>
	%	%	%
Ease Of Exiting The Ferry	94	67	73
Ease Of Loading The Ferry	93	65	69
Ease Of Exiting The Terminal where you started	92	62	69
Cleanliness Of Restroom At Terminal Where You Started	90	36	53
Ease Of Purchasing Tickets At The Ferry Terminal	88	65	67
Cleanliness Of Restroom At Destination Terminal	88	34	52
Clear Directions From Employees Loading Ferry	86	64	66
Cleanliness Of Terminal Where You Started	86	51	63
Cleanliness Of Destination Terminal	86	46	61
Seattle Terminal Average	85%	56%	67%
Availability Of Ferry Schedule Brochures	83	80	79
Overall Appearance Of Destination Terminal	81	46	60
Overall Appearance Of Terminal Where You Started	79	48	60
Road Signage To The Terminal	75	53	62
Availability Of Fare Brochures	69	68	67

Q13 Satisfaction With Bus Service At Terminal Of Origin

Bus service is analyzed among 640 ferry riders who indicated they rode the bus to the terminal.

Overall, satisfaction with bus stop proximity to the terminal of origin is 76%, indicating three in four bus riders are satisfied. Satisfaction with proximity of the bus stop to the terminal varies widely by terminal.

Satisfaction is significantly better for Clinton (88%) and Mukilteo (88%), compared to Seattle (69%), Bremerton (69%), Fauntleroy (65%) and Southworth (63%).

Sample sizes of bus riders to other terminals are too small for analysis, suggesting the bus transit issue applies to fewer riders at Anacortes, Edmonds, Friday Harbor, Keystone, Kingston, and Port Townsend.

Satisfaction with bus schedules at the terminal of origin is generally lower, averaging 62% across terminals. The range of satisfaction levels is dramatic, with a high of 91% in Clinton, where the bus system is highly coordinated with the ferry schedule. In contrast, satisfaction with bus schedules is much lower in Fauntleroy (41%), Bremerton (50%), Seattle (55%) and Vashon (53%).

<u>Terminal of Origin</u>	<u>Closeness of Bus Stop to Terminal</u>	<u>Buses are Running When Needed</u>
Clinton	88%	91%
Mukilteo	88	82
Bainbridge	86	71
Vashon	80	53
Average	76%	62%
Seattle	69	55
Bremerton	69	50
Fauntleroy	65	41
Southworth	63	60

Q13 Satisfaction With Bus Service At Destination Terminal

Bus service, in relation to the destination ferry terminal, is analyzed among ferry riders who indicate they ride the bus to the terminal of origin. Because ferry riders were not classified according to whether they rode a bus after arriving at their destination, the analysis among those who rode a bus to their terminal of origin is felt to provide a base of respondents that is more likely to be sensitive and knowledgeable about the bus-related issues, in comparison to general ferry riders.

Bus service at the destination terminal is analyzed on the basis of satisfaction of bus riders. The service satisfaction is analyzed on the basis of "extremely or somewhat satisfied".

Average satisfaction with bus stop proximity overall is 71%, indicating nearly two-thirds of bus riders are satisfied. Satisfaction with proximity of the bus stop to the terminal is significantly better for Clinton (94%) and Bremerton (82%), compared to Seattle (46%) and Fauntleroy (62%).

Satisfaction with bus scheduling is weaker, with an average overall rating of 53%. Ratings reach as low as 31% for Southworth and 41% for Seattle.

Sample sizes for other terminals are too small for analysis.

<u>Destination Terminal</u>	<u>Closeness of Bus Stop to Terminal</u>	<u>Buses are Running When Needed</u>
Clinton	94%	80%
Bremerton	82	61
Mukilteo	75	50
Southworth	73	31
Vashon	72	44
Average	71%	53%
Bainbridge	66	60
Fauntleroy	62	55
Seattle	46	41

Q13 Satisfaction With Internet Communication

Special questions were included to measure performance of email communications, including email alerts and WSF web site content. These questions were asked among total riders. Usage levels for these services were not measured in this study. Therefore, these services are evaluated by some riders who do not use the services.

Generally, internet services are not felt to be as important as other aspects of ferry services, with importance close to 50%. (not shown)

Average satisfaction ratings are also low, 42% for the web site and 30% for the email alerts.

Importance of these services and satisfaction levels are slightly higher among riders on the Southworth, Vashon and Bremerton routes. This finding is consistent with the earlier finding that overall ferry satisfaction is lower among these riders, suggesting they are more actively seeking information to improve their ferry experience.

Conversely, ratings are lowest among full fare riders, and on the Edmonds / Kingston route, which has relatively high rider satisfaction, suggesting the need for additional information is low.

Ferry Route	Helpfulness of Email Alerts	Content of Web Site
Southworth	37%	46%
Vashon	37	44
Bremerton	31	42
Bainbridge	31	43
Mukilteo / Clinton	31	43
Average	30%	42%
Port Townsend / Keystone	27	39
Edmonds / Kingston	26	38
Anacortes / San Juans	22	38

Q13 Satisfaction With Ease of Ferry Access For Disabled People

The ease of ferry access for disabled people is evaluated among over 600 riders who are disabled themselves, or who know someone with a disability that affects the person's ability to ride the ferry. The measure is analyzed by route because ease of ferry access for disabled people was classified as a service provided on the ferry.

Average satisfaction with ferry access for disabled people is quite low (43%). More than half of the respondents feel the ease of access for disabled people is not satisfactory.

Results vary dramatically by route, from a high of 61% on the Edmonds / Kingston route to a low of 24% on the Vashon ferry.

This study does not provide additional diagnostic understanding of the nature of the specific problems.

The logical explanation is that ease of access correlates with the modernity of the facilities to facilitate access.

If this is not the case, additional investigation of the disabled access experience is likely to reveal other issues.

Ferry Route	% Satisfaction
Edmonds / Kingston	61%
Bainbridge	54
Mukilteo / Clinton	49
Port Townsend / Keystone	45
Average	43%
Bremerton	37
Anacortes / San Juans	37
Southworth	36
Vashon	24

Q13 Services/Facilities Importance & Satisfaction Ratings: Anacortes Terminal

Respondents were asked to rate each of the following amenities provided by Washington State Ferries, by indicating how important each service was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following services on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'

(Base = All Respondents)

At Terminal Of Origin

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Clear Directions From Employees Loading Ferry	95	75	68	26	5	1	1	41	34	18	5	2
Ease Of Loading The Ferry	94	73	64	29	6	0	0	41	32	19	5	3
Cleanliness Of Restroom At Terminal	93	60	71	22	6	0	0	21	40	25	12	3
Availability Of Ferry Schedule Brochures	93	81	62	32	6	0	0	45	36	15	3	1
Ease Of Purchasing Tickets At The Ferry Terminal	92	78	65	27	6	1	1	39	39	14	5	3
Cleanliness Of Terminal Where You Started	89	68	51	38	8	2	1	19	49	20	9	3
Closeness Of Bus Stop To Terminal*	small base	small base										
Buses Are Running When Needed*	small base	small base										
Road Signage To The Terminal	85	77	65	20	12	0	3	40	37	20	3	0
Overall Appearance Of Terminal Where You Started	81	64	35	46	16	2	1	25	38	27	7	2
Availability Of Fare Brochures	80	71	48	32	15	3	2	37	33	25	3	1

* Respondents Who Indicated They Took The Bus To The Terminal

At Your Destination

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Ease Of Exiting The Ferry	94	77	63	31	4	1	2	37	40	17	3	3
Ease Of Exiting The Terminal	90	72	56	34	7	1	2	30	42	22	3	3
Cleanliness Of Restroom At Terminal	85	58	60	25	13	1	1	21	37	30	8	4
Cleanliness Of Destination Terminal	81	67	42	39	17	1	2	24	43	27	3	3
Overall Appearance Of Destination Terminal	77	64	38	39	18	1	3	25	40	31	2	3
Buses Are Running When Needed*	small base	small base										
Closeness Of Bus Stop To Terminal*	small base	small base										

* Respondents Who Indicated They Took The Bus To The Terminal

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Q13 Services/Facilities Importance & Satisfaction Ratings: Bainbridge Terminal

Respondents were asked to rate each of the following services provided by Washington State Ferries, by indicating how important each service was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following services on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'

(Base = All Respondents)

At Terminal Of Origin

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Buses Are Running When Needed*	96	71	82	14	2	1	1	30	41	11	13	5
Closeness Of Bus Stop To Terminal*	93	86	68	24	4	2	2	51	35	7	4	3
Ease Of Loading The Ferry	93	60	64	29	7	0	0	20	40	17	15	7
Cleanliness Of Restroom At Terminal	90	43	57	34	8	1	1	11	32	29	21	8
Cleanliness Of Terminal Where You Started	87	58	39	48	11	1	1	14	43	26	13	3
Clear Directions From Employees Loading Ferry	87	67	56	31	11	2	1	28	39	22	8	4
Availability Of Ferry Schedule Brochures	83	79	46	37	13	2	2	44	35	19	1	1
Ease Of Purchasing Tickets At The Ferry Terminal	83	59	53	30	12	3	3	23	36	23	12	6
Overall Appearance Of Terminal Where You Started	80	49	30	50	16	3	1	13	36	26	19	6
Road Signage To The Terminal	71	58	43	28	18	6	5	17	41	30	8	4
Availability Of Fare Brochures	68	67	33	35	21	6	5	34	33	30	2	1

* Respondents Who Indicated They Took The Bus To The Terminal

At Your Destination

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Ease Of Exiting The Ferry	95	65	65	31	5	0	0	23	42	16	15	5
Ease Of Exiting The Terminal	92	61	59	33	7	0	0	21	40	21	13	4
Cleanliness Of Restroom At Terminal	86	44	51	36	11	1	2	10	34	32	18	6
Cleanliness Of Destination Terminal	84	56	40	45	13	1	1	12	44	29	12	3
Overall Appearance Of Destination Terminal	79	49	32	48	18	1	1	11	38	33	14	4
Buses Are Running When Needed*	91	60	74	17	5	2	2	26	35	20	15	5
Closeness Of Bus Stop To Terminal*	91	66	67	23	5	1	3	38	28	23	7	4

* Respondents Who Indicated They Took The Bus To The Terminal

Q13 Services/Facilities Importance & Satisfaction Ratings: Bremerton Terminal

Respondents were asked to rate each of the following services provided by Washington State Ferries, by indicating how important each service was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following services on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

(Base = All Respondents)

At Terminal Of Origin

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Closeness Of Bus Stop To Terminal*	small base	small base										
Buses Are Running When Needed*	small base	small base										
Availability Of Ferry Schedule Brochures	88	79	60	28	10	1	1	49	30	17	3	1
Ease Of Loading The Ferry	88	75	64	24	10	1	0	38	37	18	6	1
Cleanliness Of Restroom At Terminal	86	56	66	20	12	0	2	26	31	30	9	5
Ease Of Purchasing Tickets At The Ferry Terminal	86	67	62	24	12	1	1	32	36	22	7	3
Cleanliness Of Terminal Where You Started	86	72	56	30	12	1	1	34	38	21	5	2
Clear Directions From Employees Loading Ferry	85	70	61	24	12	1	1	37	34	20	8	2
Overall Appearance Of Terminal Where You Started	83	72	46	37	15	1	2	34	38	21	6	1
Road Signage To The Terminal	80	58	58	22	13	2	4	26	32	30	9	4
Availability Of Fare Brochures	78	69	47	31	18	4	1	35	33	26	4	1

* Respondents Who Indicated They Took The Bus To The Terminal

At Your Destination

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Ease Of Exiting The Ferry	94	73	67	26	6	0	0	34	40	14	10	2
Ease Of Exiting The Terminal	92	71	66	26	7	0	0	32	39	17	9	3
Cleanliness Of Destination Terminal	86	64	55	31	11	2	1	31	34	26	7	3
Cleanliness Of Restroom At Terminal	86	53	62	24	10	2	2	23	30	30	10	6
Overall Appearance Of Destination Terminal	82	65	49	34	15	2	1	31	33	26	6	3
Closeness Of Bus Stop To Terminal	96	82	85	11	1	0	3	50	32	14	3	2
Buses Are Running When Needed	94	61	86	8	1	1	3	30	30	12	12	15

* Respondents Who Indicated They Took The Bus To The Terminal

Q13 Services/Facilities Importance & Satisfaction Ratings: Clinton Terminal

Respondents were asked to rate each of the following services provided by Washington State Ferries, by indicating how important each service was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following services on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

(Base = All Respondents)

At Terminal Of Origin

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Closeness Of Bus Stop To Terminal*	97	88	70	27	0	3	0	65	24	6	3	3
Buses Are Running When Needed*	95	91	79	16	0	5	0	46	46	3	6	0
Ease Of Loading The Ferry	89	74	65	24	9	0	2	35	39	16	9	2
Cleanliness Of Restroom At Terminal	88	73	58	30	10	1	2	29	44	20	5	2
Cleanliness Of Terminal Where You Started	83	80	40	43	14	1	2	33	47	17	2	1
Road Signage To The Terminal	80	73	50	30	14	3	3	28	45	20	5	2
Availability Of Ferry Schedule Brochures	80	81	45	35	15	2	3	48	34	18	1	0
Availability Of Fare Brochures	69	71	38	32	23	4	4	38	33	26	3	0
Ease Of Purchasing Tickets At The Ferry Terminal	90	72	63	27	7	0	2	36	36	14	10	4
Clear Directions From Employees Loading Ferry	90	68	67	22	8	1	2	30	39	18	11	3
Overall Appearance Of Terminal Where You Started	76	78	31	45	20	1	3	33	45	19	3	1

* Respondents Who Indicated They Took The Bus To The Terminal

At Your Destination

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Ease Of Exiting The Ferry	95	77	60	35	4	0	1	34	43	16	6	1
Ease Of Exiting The Terminal	90	74	54	36	8	0	1	31	43	20	4	2
Cleanliness Of Restroom At Terminal	83	69	51	32	14	1	2	31	38	27	3	1
Cleanliness Of Destination Terminal	81	71	40	41	17	0	2	30	42	25	3	1
Overall Appearance Of Destination Terminal	77	69	34	43	21	1	1	27	42	27	2	2
Closeness Of Bus Stop To Terminal*	small base	small base										
Buses Are Running When Needed*	small base	small base										

* Respondents Who Indicated They Took The Bus To The Terminal

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Q13 Services/Facilities Importance & Satisfaction Ratings: Edmonds Terminal

Respondents were asked to rate each of the following services provided by Washington State Ferries, by indicating how important each service was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following services on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

(Base = All Respondents)

At Terminal Of Origin

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Ease Of Loading The Ferry	95	74	65	30	4	0	0	33	41	15	8	3
Ease Of Purchasing Tickets At The Ferry Terminal	92	75	61	31	6	1	1	38	36	17	7	2
Clear Directions From Employees Loading Ferry	92	70	66	26	7	1	0	38	32	17	9	5
Cleanliness Of Restroom At Terminal	89	66	60	29	8	1	2	26	40	24	8	2
Closeness Of Bus Stop To Terminal	86	83	71	14	14	0	0	50	33	17	0	0
Availability Of Ferry Schedule Brochures	85	79	48	36	12	1	2	45	35	17	2	1
Cleanliness Of Terminal Where You Started	83	75	38	45	15	1	1	30	45	22	2	1
Road Signage To The Terminal	82	68	56	27	11	3	4	26	41	23	7	2
Overall Appearance Of Terminal Where You Started	78	74	32	46	19	2	1	30	44	23	2	1
Buses Are Running When Needed*	small base	small base										
Availability Of Fare Brochures*	small base	small base										

* Respondents Who Indicated They Took The Bus To The Terminal

At Your Destination

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Ease Of Exiting The Ferry	95	83	64	31	4	0	1	40	43	13	3	1
Ease Of Exiting The Terminal	90	77	60	30	7	1	2	34	42	18	4	1
Cleanliness Of Destination Terminal	85	70	44	41	13	1	1	29	41	26	3	1
Cleanliness Of Restroom At Terminal	85	60	55	29	13	1	2	26	34	32	4	4
Overall Appearance Of Destination Terminal	80	72	38	41	18	1	2	29	43	25	2	1
Closeness Of Bus Stop To Terminal*	small base	small base										
Buses Are Running When Needed*	small base	small base										

* Respondents Who Indicated They Took The Bus To The Terminal

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December 2002

Q13 Services/Facilities Importance & Satisfaction Ratings: Fauntleroy Terminal

Respondents were asked to rate each of the following services provided by Washington State Ferries, by indicating how important each service was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following services on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

(Base = All Respondents)

At Terminal Of Origin

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Buses Are Running When Needed*	94	41	85	9	3	0	3	6	35	24	26	9
Ease Of Loading The Ferry	91	57	66	25	6	1	1	19	39	21	12	9
Closeness Of Bus Stop To Terminal*	91	65	79	12	6	0	3	41	24	15	18	3
Ease Of Purchasing Tickets At The Ferry Terminal	90	57	64	26	7	1	2	21	36	19	17	6
Clear Directions From Employees Loading Ferry	90	57	70	20	8	1	1	23	34	19	15	9
Cleanliness Of Restroom At Terminal	87	55	55	32	10	2	2	17	37	28	12	4
Availability Of Ferry Schedule Brochures	85	74	53	33	11	2	1	36	39	22	4	0
Cleanliness Of Terminal Where You Started	81	59	36	45	16	3	1	17	42	31	9	2
Road Signage To The Terminal	74	55	48	26	17	4	5	13	42	27	13	5
Overall Appearance Of Terminal Where You Started	69	54	25	44	26	4	1	16	38	33	10	3
Availability Of Fare Brochures	60	58	30	29	28	8	5	26	32	37	5	0

* Respondents Who Indicated They Took The Bus To The Terminal

At Your Destination

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Ease Of Exiting The Ferry	93	70	65	28	6	1	0	27	43	17	9	4
Ease Of Exiting The Terminal	91	61	61	31	7	1	1	21	40	23	11	5
Cleanliness Of Restroom At Terminal	87	54	57	30	10	1	1	18	36	32	9	5
Cleanliness Of Destination Terminal	80	59	39	41	17	2	1	17	41	32	8	1
Buses Are Running When Needed*	94	55	86	9	3	1	1	14	42	17	17	11
Closeness Of Bus Stop To Terminal*	91	62	62	29	7	0	1	17	44	21	16	2
Overall Appearance Of Destination Terminal	72	57	32	40	23	2	2	16	41	34	8	1

* Respondents Who Indicated They Took The Bus To The Terminal

WSDOT / Washington State Ferries

December 2002

Q13 Services/Facilities Importance & Satisfaction Ratings: Friday Harbor Terminal

Respondents were asked to rate each of the following services provided by Washington State Ferries, by indicating how important each service was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following services on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

(Base = All Respondents)

At Terminal Of Origin

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Ease Of Loading The Ferry	92	75	68	24	6	1	1	38	37	16	6	4
Availability Of Ferry Schedule Brochures	92	80	65	27	7	0	0	45	35	16	4	1
Clear Directions From Employees Loading Ferry	91	74	64	27	7	1	1	37	38	17	6	3
Cleanliness Of Restroom At Terminal	91	52	63	28	7	1	1	22	30	29	12	7
Ease Of Purchasing Tickets At The Ferry Terminal	90	72	61	29	7	2	1	37	35	17	7	4
Cleanliness Of Terminal Where You Started	86	59	42	44	11	1	2	26	34	28	11	2
Road Signage To The Terminal	81	73	62	19	7	6	5	35	39	21	3	3
Overall Appearance Of Terminal Where You Started	77	58	34	43	18	4	1	23	35	31	8	3
Availability Of Fare Brochures	77	70	50	27	16	5	2	36	34	22	6	2
Closeness Of Bus Stop To Terminal*	small base											
Buses Are Running When Needed*	small base											

* Respondents Who Indicated They Took The Bus To The Terminal

At Your Destination

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Ease Of Exiting The Ferry	94	67	68	26	5	1	0	30	37	22	6	4
Ease Of Exiting The Terminal	92	64	63	29	7	1	1	29	35	26	6	3
Cleanliness Of Restroom At Terminal	88	50	67	21	9	1	2	20	30	35	12	3
Cleanliness Of Destination Terminal	87	60	50	37	11	2	1	23	38	33	6	1
Overall Appearance Of Destination Terminal	82	59	39	43	15	2	1	22	38	36	4	1
Buses Are Running When Needed*	small base											
Closeness Of Bus Stop To Terminal*	small base											

* Respondents Who Indicated They Took The Bus To The Terminal

WSDOT / Washington State Ferries

December 2002

Q13 Services/Facilities Importance & Satisfaction Ratings: Keystone Terminal

Respondents were asked to rate each of the following services provided by Washington State Ferries, by indicating how important each service was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following services on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

(Base = All Respondents)

At Terminal Of Origin

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Ease Of Loading The Ferry	90	80	60	30	8	1	1	40	40	16	4	1
Ease Of Purchasing Tickets At The Ferry Terminal	89	77	57	32	8	2	1	33	44	19	3	1
Clear Directions From Employees Loading Ferry	88	78	66	22	9	1	2	38	40	17	5	1
Cleanliness Of Restroom At Terminal	87	66	61	26	8	3	1	26	40	26	8	1
Availability Of Ferry Schedule Brochures	87	76	55	32	9	2	1	39	37	19	4	1
Road Signage To The Terminal	86	72	63	22	10	3	2	28	45	20	6	2
Cleanliness Of Terminal Where You Started	84	73	45	38	13	2	1	30	42	23	4	0
Availability Of Fare Brochures	79	68	45	34	15	2	3	36	32	26	5	1
Overall Appearance Of Terminal Where You Started	78	72	37	41	18	2	2	27	44	26	3	0
Closeness Of Bus Stop To Terminal*	small base	small base										
Buses Are Running When Needed*	small base	small base										

* Respondents Who Indicated They Took The Bus To The Terminal

At Your Destination

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Ease Of Exiting The Ferry	95	80	66	29	5	0	1	40	40	15	3	1
Ease Of Exiting The Terminal	93	78	66	27	6	1	1	31	46	15	6	1
Cleanliness Of Restroom At Terminal	85	68	55	30	13	1	2	22	46	25	6	1
Cleanliness Of Destination Terminal	84	74	45	39	13	1	1	25	49	22	4	1
Overall Appearance Of Destination Terminal	81	70	40	41	16	2	2	27	43	28	2	1
Closeness Of Bus Stop To Terminal*	small base	small base										
Buses Are Running When Needed*	small base	small base										

* Respondents Who Indicated They Took The Bus To The Terminal

WSDOT / Washington State Ferries

December 2002

Q13 Services/Facilities Importance & Satisfaction Ratings: Kingston Terminal

Respondents were asked to rate each of the following services provided by Washington State Ferries, by indicating how important each service was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following services on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

(Base = All Respondents)

At Terminal Of Origin

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Ease Of Loading The Ferry	91	80	59	32	7	1	1	39	41	14	4	2
Cleanliness Of Restroom At Terminal	89	66	63	26	8	1	1	26	39	25	7	3
Clear Directions From Employees Loading Ferry	89	70	65	24	9	2	1	35	34	19	9	3
Ease Of Purchasing Tickets At The Ferry Terminal	88	77	57	31	8	1	3	39	38	15	6	2
Availability Of Ferry Schedule Brochures	85	79	51	34	12	1	2	45	34	19	1	1
Cleanliness Of Terminal Where You Started	85	73	45	40	13	1	2	31	42	23	3	1
Road Signage To The Terminal	83	70	58	25	12	2	2	24	46	23	5	2
Overall Appearance Of Terminal Where You Started	77	73	33	44	18	2	2	32	41	24	2	1
Availability Of Fare Brochures	76	66	41	35	17	4	4	36	30	30	3	1
Buses Are Running When Needed*	small base	small base										
Closeness Of Bus Stop To Terminal*	small base	small base										

* Respondents Who Indicated They Took The Bus To The Terminal

At Your Destination

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Ease Of Exiting The Ferry	94	84	67	28	5	0	0	40	44	12	3	1
Ease Of Exiting The Terminal	92	78	61	31	7	1	1	35	43	16	5	1
Cleanliness Of Restroom At Terminal	84	62	56	28	13	2	2	23	39	29	7	2
Overall Appearance Of Destination Terminal	82	73	36	45	16	1	2	29	44	26	1	0
Cleanliness Of Destination Terminal	82	71	43	39	16	1	1	28	43	26	2	1
Closeness Of Bus Stop To Terminal*	small base	small base										
Buses Are Running When Needed*	small base	small base										

* Respondents Who Indicated They Took The Bus To The Terminal

WSDOT / Washington State Ferries

December 2002

Q13 Services/Facilities Importance & Satisfaction Ratings: Mukilteo Terminal

Respondents were asked to rate each of the following services provided by Washington State Ferries, by indicating how important each service was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following services on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

(Base = All Respondents)

At Terminal Of Origin

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Closeness Of Bus Stop To Terminal*	small base	small base										
Ease Of Loading The Ferry	92	76	63	29	6	1	1	29	47	14	8	2
Clear Directions From Employees Loading Ferry	91	67	73	18	7	1	1	29	37	16	13	4
Ease Of Purchasing Tickets At The Ferry Terminal	90	70	61	29	7	1	1	30	40	15	10	5
Buses Are Running When Needed*	small base	small base										
Cleanliness Of Restroom At Terminal	87	66	61	25	10	1	1	23	43	25	8	1
Cleanliness Of Terminal Where You Started	80	74	39	41	15	4	1	29	45	23	3	0
Availability Of Ferry Schedule Brochures	78	74	45	32	16	4	2	41	32	24	2	0
Road Signage To The Terminal	76	67	54	22	17	3	4	26	41	25	7	1
Overall Appearance Of Terminal Where You Started	74	72	31	43	20	3	2	29	43	25	3	1
Availability Of Fare Brochures	70	68	38	32	22	5	3	36	31	29	3	1

* Respondents Who Indicated They Took The Bus To The Terminal

At Your Destination

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Ease Of Exiting The Ferry	94	82	64	30	6	0	1	41	41	13	3	2
Ease Of Exiting The Terminal	89	77	56	33	9	0	1	35	43	16	4	2
Cleanliness Of Restroom At Terminal	87	61	54	33	10	1	2	20	41	31	6	2
Cleanliness Of Destination Terminal	79	67	38	41	18	1	2	23	45	29	2	1
Overall Appearance Of Destination Terminal	75	70	33	43	20	2	2	24	46	26	4	1
Closeness Of Bus Stop To Terminal*	100	75	74	26	0	0	0	47	28	22	3	0
Buses Are Running When Needed*	94	50	75	19	6	0	0	16	34	22	19	9

* Respondents Who Indicated They Took The Bus To The Terminal

WSDOT / Washington State Ferries

December 2002

Q13 Services/Facilities Importance & Satisfaction Ratings: Port Townsend Terminal

Respondents were asked to rate each of the following services provided by Washington State Ferries, by indicating how important each service was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following services on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

(Base = All Respondents)

At Terminal Of Origin

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Ease Of Loading The Ferry	93	82	67	26	6	0	0	47	34	11	4	3
Clear Directions From Employees Loading Ferry	91	78	70	21	7	0	1	44	34	16	4	2
Cleanliness Of Restroom At Terminal	91	74	61	30	7	1	0	32	41	22	3	1
Availability Of Ferry Schedule Brochures	89	80	58	31	7	1	2	44	36	16	3	2
Ease Of Purchasing Tickets At The Ferry Terminal	89	73	60	29	9	2	1	38	35	18	5	3
Road Signage To The Terminal	87	71	65	22	9	2	2	29	41	21	5	3
Cleanliness Of Terminal Where You Started	85	77	46	39	12	1	1	31	46	19	3	1
Availability Of Fare Brochures	80	72	45	35	13	4	2	36	36	24	2	2
Overall Appearance Of Terminal Where You Started	79	72	39	40	19	1	1	35	37	22	5	1
Buses Are Running When Needed*	small base	small base										
Closeness Of Bus Stop To Terminal*	small base	small base										

* Respondents Who Indicated They Took The Bus To The Terminal

At Your Destination

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Ease Of Exiting The Ferry	92	79	64	28	7	0	0	35	44	19	1	1
Ease Of Exiting The Terminal	90	76	61	29	9	0	0	35	41	22	1	1
Cleanliness Of Restroom At Terminal	88	63	60	28	10	2	1	27	36	30	4	2
Cleanliness Of Destination Terminal	84	72	49	35	14	1	1	30	42	25	2	1
Overall Appearance Of Destination Terminal	83	71	45	38	15	1	1	30	41	26	2	1
Buses Are Running When Needed*	small base	small base										
Closeness Of Bus Stop To Terminal*	small base	small base										

* Respondents Who Indicated They Took The Bus To The Terminal

WSDOT / Washington State Ferries

December 2002

Q13 Services/Facilities Importance & Satisfaction Ratings: Seattle Terminal

Respondents were asked to rate each of the following services provided by Washington State Ferries, by indicating how important each service was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following services on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

(Base = All Respondents)

At Terminal Of Origin

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Ease Of Loading The Ferry	93	65	65	28	5	1	1	28	37	18	12	5
Buses Are Running When Needed*	92	55	82	10	7	0	0	23	32	17	19	9
Closeness Of Bus Stop To Terminal*	90	69	72	19	7	2	0	36	32	20	7	4
Cleanliness Of Restroom At Terminal	90	36	62	28	7	1	2	11	25	26	24	14
Ease Of Purchasing Tickets At The Ferry Terminal	88	65	57	31	8	1	2	27	38	21	10	4
Clear Directions From Employees Loading Ferry	86	64	58	28	11	1	1	30	35	24	9	3
Cleanliness Of Terminal Where You Started	86	51	44	42	11	1	2	16	35	25	18	6
Availability Of Ferry Schedule Brochures	83	80	51	32	13	2	2	48	32	18	2	1
Overall Appearance Of Terminal Where You Started	79	48	35	44	17	2	2	16	31	28	18	7
Road Signage To The Terminal	75	53	50	25	15	5	6	16	37	30	12	5
Availability Of Fare Brochures	69	68	38	31	22	4	4	39	29	29	2	1

* Respondents Who Indicated They Took The Bus To The Terminal

At Your Destination

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Ease Of Exiting The Ferry	94	67	67	27	6	0	0	25	42	17	12	5
Ease Of Exiting The Terminal	92	62	63	30	7	0	0	22	40	20	13	5
Cleanliness Of Restroom At Terminal	88	34	58	30	10	1	1	11	23	28	22	16
Cleanliness Of Destination Terminal	86	46	46	39	12	1	0	14	32	29	16	8
Overall Appearance Of Destination Terminal	81	46	37	44	16	2	1	14	32	30	17	7
Buses Are Running When Needed*	81	41	57	23	12	3	5	15	27	30	16	13
Closeness Of Bus Stop To Terminal*	78	46	49	29	14	3	4	19	27	34	11	10

* Respondents Who Indicated They Took The Bus To The Terminal

WSDOT / Washington State Ferries

December 2002

Q13 Services/Facilities Importance & Satisfaction Ratings: Southworth Terminal

Respondents were asked to rate each of the following services provided by Washington State Ferries, by indicating how important each service was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following services on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

(Base = All Respondents)

At Terminal Of Origin

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Buses Are Running When Needed*	97	60	83	14	3	0	0	25	36	17	23	0
Ease Of Loading The Ferry	95	59	66	28	4	0	1	23	35	21	15	6
Ease Of Purchasing Tickets At The Ferry Terminal	90	64	63	27	7	1	1	27	37	21	14	1
Clear Directions From Employees Loading Ferry	90	49	69	21	8	1	1	22	27	25	17	10
Cleanliness Of Restroom At Terminal	88	55	60	28	10	1	1	18	37	33	8	3
Closeness Of Bus Stop To Terminal*	86	63	55	31	10	0	3	26	37	30	7	0
Availability Of Ferry Schedule Brochures	86	81	56	29	10	2	2	43	38	18	0	1
Cleanliness Of Terminal Where You Started	81	58	40	41	16	2	1	19	38	33	9	1
Road Signage To The Terminal	77	54	49	27	12	5	6	19	35	30	13	3
Availability Of Fare Brochures	75	67	40	34	18	4	4	32	35	29	4	0
Overall Appearance Of Terminal Where You Started	75	52	30	44	22	2	2	14	37	34	12	3

* Respondents Who Indicated They Took The Bus To The Terminal

At Your Destination

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Ease Of Exiting The Ferry	93	79	65	28	6	1	0	30	49	14	6	2
Ease Of Exiting The Terminal	88	70	59	28	10	1	1	27	42	18	10	2
Cleanliness Of Restroom At Terminal	83	59	59	24	14	2	2	21	38	28	7	5
Cleanliness Of Destination Terminal	80	63	42	38	17	1	1	17	46	31	4	2
Overall Appearance Of Destination Terminal	76	61	33	43	21	1	1	18	43	29	8	2
Buses Are Running When Needed*	small base	small base										
Closeness Of Bus Stop To Terminal*	small base	small base										

* Respondents Who Indicated They Took The Bus To The Terminal

WSDOT / Washington State Ferries

December 2002

Q13 Services/Facilities Importance & Satisfaction Ratings: Vashon Terminal

Respondents were asked to rate each of the following services provided by Washington State Ferries, by indicating how important each service was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following services on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

(Base = All Respondents)

At Terminal Of Origin

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Clear Directions From Employees Loading Ferry	92	56	72	20	5	2	1	20	36	14	21	9
Cleanliness Of Restroom At Terminal	92	62	58	34	5	2	1	20	42	25	10	3
Availability Of Ferry Schedule Brochures	92	77	52	39	6	1	1	34	43	17	5	1
Cleanliness Of Terminal Where You Started	90	64	38	52	7	2	1	22	41	26	9	1
Ease Of Loading The Ferry	90	61	64	26	7	1	2	23	38	16	15	9
Closeness Of Bus Stop To Terminal*	small base	small base										
Buses Are Running When Needed*	small base	small base										
Ease Of Purchasing Tickets At The Ferry Terminal	87	47	55	32	9	2	2	16	31	23	22	8
Overall Appearance Of Terminal Where You Started	79	62	29	50	15	4	1	16	46	28	9	1
Road Signage To The Terminal	78	59	45	33	13	2	7	15	43	23	15	3
Availability Of Fare Brochures	75	55	32	43	16	5	4	22	33	35	6	3

* Respondents Who Indicated They Took The Bus To The Terminal

At Your Destination

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Ease Of Exiting The Ferry	91	75	60	30	8	0	1	27	48	19	5	1
Ease Of Exiting The Terminal	88	67	53	35	11	0	1	24	44	27	5	0
Cleanliness Of Restroom At Terminal	83	56	49	34	15	1	1	18	38	35	7	2
Cleanliness Of Destination Terminal	77	54	33	44	20	2	1	16	38	36	8	1
Overall Appearance Of Destination Terminal	73	58	27	45	24	2	1	17	41	35	6	2
Buses Are Running When Needed*	small base	small base										
Closeness Of Bus Stop To Terminal*	small base	small base										

* Respondents Who Indicated They Took The Bus To The Terminal

WSDOT / Washington State Ferries

December 2002

Q13 Services/Facilities Importance & Satisfaction Ratings: Anacortes / Friday Harbor Route

Respondents were asked to rate each of the following services provided by Washington State Ferries, by indicating how important each service was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following services on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

About The Ferry

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Route Reliability	96	79	80	16	4	1	0	47	32	16	3	2
On-Time Performance	96	74	79	17	3	0	0	42	32	14	10	3
Cleanliness Of Restroom On Ferry	96	62	75	22	3	0	0	25	37	22	13	3
Friendly / Helpful Ferry Employees	93	74	61	32	6	1	0	33	38	21	6	2
Cleanliness Of Ferry	93	74	61	32	7	0	0	30	44	18	7	2
Comfort Of Onboard Seating	92	71	53	39	7	0	0	34	37	21	7	2
Easy Ferry Access For Disabled*	91	37	57	34	4	5	0	17	21	33	25	4
Clarity Of Onboard Announcement	87	55	59	28	9	2	1	23	32	25	15	5
Overall Appearance Of Ferry	87	72	43	45	11	0	1	28	44	22	5	1
Enforcement Of Rules On Smoking	86	66	66	20	11	1	2	38	29	29	3	2
Enforcement Of Rules On Rowdiness	86	57	60	26	12	1	1	27	29	34	7	1
Ability To Contact Crew Members Onboard Ferry	74	51	38	36	22	2	2	21	31	42	4	3
Enforcement Of Rules On Animals	72	56	44	28	21	3	3	28	28	40	2	2

* Respondents Who Indicated They Or Someone They Know Has A Disability That Affects Their Ability To Ride The Ferry

Q13 Services/Facilities Importance & Satisfaction Ratings: Port Townsend / Keystone Route

Respondents were asked to rate each of the following services provided by Washington State Ferries, by indicating how important each service was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following services on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

About The Ferry

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
On-Time Performance	95	75	73	22	4	0	1	33	42	15	6	4
Route Reliability	95	71	71	24	4	0	0	27	45	18	7	4
Cleanliness Of Restroom On Ferry	94	74	69	25	5	0	0	29	45	18	5	3
Friendly / Helpful Ferry Employees	93	75	58	35	7	0	1	33	41	20	4	2
Cleanliness Of Ferry	92	79	59	33	8	0	0	33	45	16	4	2
Enforcement Of Rules On Rowdiness	88	67	65	24	10	0	1	38	30	26	5	2
Overall Appearance Of Ferry	88	74	45	43	12	0	0	31	43	21	4	1
Enforcement Of Rules On Smoking	87	71	66	20	9	1	3	42	29	22	4	2
Clarity Of Onboard Announcement	87	57	57	30	12	1	1	25	32	25	13	5
Easy Ferry Access For Disabled*	85	45	73	12	12	0	3	21	24	31	7	17
Comfort Of Onboard Seating	85	75	46	40	13	1	1	30	45	19	5	1
Enforcement Of Rules On Animals	75	65	48	27	19	1	4	35	30	32	1	2
Ability To Contact Crew Members Onboard Ferry	75	56	41	33	21	2	2	20	36	39	4	1

* Respondents Who Indicated They Or Someone They Know Has A Disability That Affects Their Ability To Ride The Ferry

Q13 Services/Facilities Importance & Satisfaction Ratings: Edmonds / Kingston Route

Respondents were asked to rate each of the following services provided by Washington State Ferries, by indicating how important each service was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following services on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

About The Ferry

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
On-Time Performance	97	74	79	18	2	0	0	30	44	11	12	3
Route Reliability	96	82	80	16	3	0	0	40	41	13	4	1
Cleanliness Of Restroom On Ferry	95	71	72	23	4	0	1	28	43	15	10	4
Cleanliness Of Ferry	94	80	58	36	5	0	0	31	49	14	5	1
Friendly / Helpful Ferry Employees	91	68	57	35	8	0	1	29	39	21	8	2
Overall Appearance Of Ferry	89	77	44	45	10	1	1	30	48	17	4	1
Easy Ferry Access For Disabled*	86	61	68	18	11	2	1	23	39	28	11	0
Enforcement Of Rules On Rowdiness	86	63	61	25	11	1	2	30	33	30	5	2
Clarity Of Onboard Announcement	85	54	55	30	12	2	2	22	32	25	15	6
Comfort Of Onboard Seating	85	75	41	44	12	1	1	31	44	21	3	1
Enforcement Of Rules On Smoking	83	64	65	19	13	2	3	37	27	25	7	3
Ability To Contact Crew Members Onboard Ferry	73	55	38	35	23	2	2	20	34	39	4	2
Enforcement Of Rules On Animals	69	56	43	25	23	3	5	28	28	37	5	2

* Respondents Who Indicated They Or Someone They Know Has A Disability That Affects Their Ability To Ride The Ferry

Q13 Services/Facilities Importance & Satisfaction Ratings: Seattle / Bainbridge Route

Respondents were asked to rate each of the following services provided by Washington State Ferries, by indicating how important each service was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following services on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

About The Ferry

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Route Reliability	98	80	83	15	2	0	0	39	41	13	5	1
On-Time Performance	98	57	77	21	2	0	0	17	40	12	20	10
Cleanliness Of Restroom On Ferry	96	66	68	28	3	0	0	21	45	16	12	6
Cleanliness Of Ferry	95	76	56	39	4	0	0	26	50	15	7	2
Comfort Of Onboard Seating	91	77	51	40	8	0	1	29	48	16	6	1
Friendly / Helpful Ferry Employees	91	71	50	40	8	1	0	30	41	19	8	3
Overall Appearance Of Ferry	87	74	40	47	11	1	0	25	49	19	6	1
Enforcement Of Rules On Smoking	86	64	64	21	10	2	2	34	30	21	10	5
Easy Ferry Access For Disabled*	85	54	55	30	12	1	3	20	34	26	10	9
Enforcement Of Rules On Rowdiness	84	59	56	28	13	2	1	24	35	30	9	3
Clarity Of Onboard Announcement	79	55	45	34	16	3	2	20	35	25	15	6
Ability To Contact Crew Members Onboard Ferry	71	54	33	38	24	3	1	21	33	38	6	2
Enforcement Of Rules On Animals	64	53	35	30	25	6	5	25	29	40	4	2

* Respondents Who Indicated They Or Someone They Know Has A Disability That Affects Their Ability To Ride The Ferry

Q13 Services/Facilities Importance & Satisfaction Ratings: Seattle / Bremerton Route

Respondents were asked to rate each of the following services provided by Washington State Ferries, by indicating how important each service was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following services on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

About The Ferry

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
On-Time Performance	97	75	82	15	3	0	0	35	40	12	9	3
Route Reliability	96	75	82	13	4	1	0	37	38	15	7	3
Cleanliness Of Restroom On Ferry	94	51	73	21	4	1	0	17	33	21	17	11
Cleanliness Of Ferry	93	60	65	29	6	1	1	19	42	22	14	4
Comfort Of Onboard Seating	91	61	59	32	8	1	1	20	41	24	11	4
Friendly / Helpful Ferry Employees	89	59	61	28	10	0	1	26	33	27	10	4
Overall Appearance Of Ferry	89	59	51	38	11	0	1	18	41	24	14	3
Easy Ferry Access For Disabled*	87	37	65	22	11	1	1	19	18	33	20	10
Enforcement Of Rules On Rowdiness	87	53	65	22	11	1	1	24	30	32	11	4
Clarity Of Onboard Announcement	85	47	57	28	11	1	2	17	30	28	17	8
Enforcement Of Rules On Smoking	84	60	67	18	12	1	2	32	28	26	9	5
Ability To Contact Crew Members Onboard Ferry	78	49	47	31	19	2	1	18	31	38	9	4
Enforcement Of Rules On Animals	66	48	42	24	26	5	4	24	24	46	4	2

* Respondents Who Indicated They Or Someone They Know Has A Disability That Affects Their Ability To Ride The Ferry

Q13 Services/Facilities Importance & Satisfaction Ratings: Mukilteo / Clinton Route

Respondents were asked to rate each of the following services provided by Washington State Ferries, by indicating how important each service was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following services on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

About The Ferry

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Route Reliability	96	89	79	17	3	0	1	54	35	8	2	1
On-Time Performance	96	84	77	19	3	0	1	41	43	9	5	2
Easy Ferry Access For Disabled*	86	49	72	15	11	1	1	14	35	26	14	11
Cleanliness Of Restroom On Ferry	93	62	66	28	5	0	1	21	41	18	15	5
Enforcement Of Rules On Smoking	82	65	60	22	13	2	3	34	32	24	8	3
Friendly / Helpful Ferry Employees	90	67	58	32	8	1	1	26	41	21	9	3
Enforcement Of Rules On Rowdiness	81	64	55	26	14	2	2	28	36	30	4	1
Cleanliness Of Ferry	90	72	51	39	8	1	1	25	46	17	8	3
Clarity Of Onboard Announcement	77	45	42	35	14	3	5	15	30	25	19	11
Overall Appearance Of Ferry	83	68	38	45	14	1	1	24	44	23	6	3
Enforcement Of Rules On Animals	65	57	36	29	27	4	5	27	30	39	2	2
Comfort Of Onboard Seating	78	67	34	44	18	2	1	23	44	25	6	1
Ability To Contact Crew Members Onboard Ferry	69	52	34	35	25	3	2	18	34	40	6	2

* Respondents Who Indicated They Or Someone They Know Has A Disability That Affects Their Ability To Ride The Ferry

Q13 Services/Facilities Importance & Satisfaction Ratings: Fauntleroy / Vashon Route

Respondents were asked to rate each of the following services provided by Washington State Ferries, by indicating how important each service was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following services on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

About The Ferry

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
On-Time Performance	97	43	82	15	1	1	1	11	32	15	29	13
Route Reliability	96	44	84	12	3	1	1	14	30	21	23	12
Cleanliness Of Restroom On Ferry	93	63	66	27	5	1	1	23	41	21	12	3
Friendly / Helpful Ferry Employees	90	54	57	33	8	1	1	18	36	23	16	7
Cleanliness Of Ferry	89	67	50	39	9	1	1	22	44	25	7	1
Overall Appearance Of Ferry	83	64	34	49	14	2	1	19	45	25	8	2
Enforcement Of Rules On Rowdiness	80	55	52	28	15	3	2	21	33	37	6	3
Easy Ferry Access For Disabled*	79	24	55	24	16	1	4	8	17	47	22	6
Enforcement Of Rules On Smoking	79	59	56	24	14	4	3	29	30	28	9	4
Clarity Of Onboard Announcement	79	33	44	35	15	3	3	10	22	26	24	17
Comfort Of Onboard Seating	77	61	33	44	18	4	2	18	43	29	7	2
Ability To Contact Crew Members Onboard Ferry	65	42	34	31	28	5	2	12	31	44	9	4
Enforcement Of Rules On Animals	56	46	30	26	30	8	7	21	25	49	3	2

* Respondents Who Indicated They Or Someone They Know Has A Disability That Affects Their Ability To Ride The Ferry

Q13 Services/Facilities Importance & Satisfaction Ratings: Fauntleroy / Southworth Route

Respondents were asked to rate each of the following services provided by Washington State Ferries, by indicating how important each service was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following services on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

About The Ferry

	Importance					Satisfaction						
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
On-Time Performance	95	46	82	13	4	0	1	12	34	13	25	16
Route Reliability	95	47	86	9	3	0	2	17	30	13	20	20
Friendly / Helpful Ferry Employees	92	52	63	29	6	0	1	19	33	25	15	7
Cleanliness Of Restroom On Ferry	92	62	69	23	7	1	0	22	40	18	15	5
Cleanliness Of Ferry	90	68	49	40	9	1	0	26	42	22	8	2
Comfort Of Onboard Seating	86	62	41	45	12	1	1	21	41	27	8	3
Clarity Of Onboard Announcement	85	44	57	29	10	2	2	17	27	22	22	11
Enforcement Of Rules On Rowdiness	85	57	56	29	13	1	1	23	33	38	4	2
Overall Appearance Of Ferry	84	62	39	45	14	1	1	22	41	26	9	3
Enforcement Of Rules On Smoking	82	64	62	20	13	3	2	28	36	23	9	4
Easy Ferry Access For Disabled*	81	36	55	26	14	5	0	3	33	31	26	8
Ability To Contact Crew members Onboard Ferry	76	46	41	35	21	1	2	16	29	37	14	3
Enforcement Of Rules On Animals	64	54	35	28	26	6	5	26	28	40	4	2

- Respondents Who Indicated They Or Someone They Know Has A Disability That Affects Their Ability To Ride The Ferry

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Analysis of Current Service Amenities

Q12 Summary for Importance Of / Satisfaction With Ferry Amenities

A series of fifteen service amenities is analyzed on the basis of both importance to riders and satisfaction of riders with the service delivery. The amenity importance is analyzed on the basis of percent “extremely or somewhat important” and service satisfaction is analyzed on the basis of “extremely or somewhat satisfied”.

Most of the categories are related to food service delivered on the ferry or in the terminal.

Overall, satisfaction with ferry amenities is lower than satisfaction with WSF service as a whole.

Satisfaction ratings range from 64% down to 14%. The average satisfaction with amenities across WSF, at 38%, indicates most riders are not satisfied with most amenity services.

Cleanliness of food service areas is clearly the most important concern about ferry amenities among riders, with importance ratings near 90%.

Yet satisfaction with cleanliness is just about 65%, leaving three in eight riders dissatisfied with the cleanliness of ferry food service areas.

Friendliness of the food service staff is felt to be relatively important (80%), but the satisfaction level is just 59%.

Prices of food and beverages are also felt to be relatively important (78% and 76% respectively), and riders feel the food and beverages are much overpriced (just 23% are satisfied with the price of beverages and 25% are satisfied with the price of food).

The *quality* and *variety* of the food available is felt to be relatively important (73% and 68% respectively).

However, satisfaction with quality of food (41%) and variety of food (35%) is much lower.

The remaining amenities have moderate to lower levels of relative importance to riders.

Ratings of vending machines and their prices are relatively low in importance (32% to 47%), and they are also very low in generating customer satisfaction (13% to 23%).

Ferry Amenities	% Important	% Satisfied
Cleanliness of food service area	90	65
Cleanliness of dining area	89	62
Friendliness of food service staff	80	59
Price of the food	78	23
Price of the beverages	76	25
Quality of food and beverages on the ferry	73	41
Variety of food available	68	35
Variety of beverages available on the ferry	65	40
Newspaper vending on the ferry	61	52
Maps, photos, and other onboard decorations	54	51
Brochure racks and advertising onboard / terminal	47	48
Price of vending machines on the ferry	47	15
Price of vending machines at the terminal	39	13
Food and beverage vending machines on the ferry	35	23
Food and beverage vending machines at terminal	32	15

Satisfaction with ferry amenities is analyzed by terminal in the following section.

Q12 Summary Of Satisfaction with Ferry Amenities by Terminal

Amenities provided on the ferry are analyzed by the specific route. This analysis is based on a simple average of the route's scores for fifteen ferry-related amenities.

Average satisfaction scores for the ferry amenities by route are shown below, with a comparison to the average satisfaction score across all routes. It should be noted that each route is rated only by the riders who were using the route when the satisfaction data was collected.

Satisfaction with ferry amenities is statistically equal to the ferry average for all routes, measured at the 95% confidence level. However, the pattern of these findings is directionally consistent with other findings by route, to strongly suggest that amenity satisfaction is comparatively better on the full fare routes and less favorable for Southworth and Vashon routes.

<u>Ferry Routes (base)</u>	<u>%Ferry Amenity Satisfaction</u>	<u>Comparative To Average</u>
Anacortes / San Juans (383)	41%	Equal
Port Townsend / Keystone (356)	41	Equal
Edmonds / Kingston (822)	39	Equal
Bainbridge (1588)	38	Equal
Average	38%	
Mukilteo / Clinton	37	Equal
Bremerton (920)	37	Equal
Southworth (272)	36	Equal
Vashon (490)	35	Equal

Results for each route are shown on the following sections.

Q12 Satisfaction with Ferry Amenities for Anacortes / San Juans

The overall average satisfaction score for the Anacortes / San Juans ferry amenities is 41%, numerically above the average ferry amenity satisfaction score of 38%. This finding indicates most riders are not satisfied with the amenities on this route, and they are slightly more satisfied than riders on other routes.

Many satisfaction scores for specific amenities are reasonably close to the overall average for ferry amenities. Notably, satisfaction with the price of food and beverages is favorable, compared to other ferries. Similarly satisfaction with vending machines and prices is comparatively favorable. It should be noted that the scores are extremely low in terms of satisfaction, except in comparison to other ferry routes. In addition, the full fare riders may help raise these scores relative to commuter routes.

Anacortes / San Juans Ferry Amenities	% Importance	% Satisfaction	Total Sample Satisfaction Rating of 4 or 5
Cleanliness Of Food Service Area	91%	65%	65%
Cleanliness Of Dining Area	90	63	62
Friendliness Of Food Service Staff	84	56	59
Price Of The Food	81	32	24
Quality Of Food And Beverages On The Ferry	81	45	41
Price Of The Beverages	78	35	26
Variety Of Food Available	75	38	35
Variety Of Beverages Available On The Ferry	73	42	40
Average for Anacortes / San Juans Ferry Amenities	67%	41%	38%
Newspaper Vending On Ferry	63	49	51
Maps, Photos and Other Onboard Decorations	55	45	50
Brochure Racks And Advertising Onboard Ferries Or In Terminals	55	50	48
Prices Of Vending Machines On The Ferry	50	22	16
Prices Of Vending Machines At The Terminal	45	21	14
Food And Beverage Vending Machines At The Terminal	41	24	16
Food And Beverage Vending Machines On The Ferry	39	30	24

Q12 Satisfaction with Ferry Amenities for Port Townsend / Keystone

The overall average satisfaction score for the Port Townsend / Keystone ferry amenities is 41%, numerically above the average ferry amenity satisfaction score of 38%. This finding indicates most riders are not satisfied with the amenities on this route, and they are slightly more satisfied than riders on other routes.

Satisfaction with many amenities is similar to other routes. Satisfaction is better than other routes for the quality and price of food and beverages, including the vending machines.

Newspaper vending was the single area in which satisfaction is lower in comparison to other routes.

Port Townsend / Keystone Ferry Amenities	% Importance	% Satisfaction	Total Sample Satisfaction Rating of 4 or 5
Cleanliness Of Dining Area	88	63	62
Cleanliness Of Food Service Area	88	63	65
Friendliness Of Food Service Staff	80	60	59
Price Of The Beverages	74	36	26
Price Of The Food	74	31	24
Quality Of Food And Beverages On The Ferry	71	48	41
Variety Of Food Available	67	38	35
Variety Of Beverages Available On The Ferry	66	42	40
Average for Port Townsend / Keystone Ferry Amenities	63%	41%	38%
Maps, Photos and Other Onboard Decorations	59	50	50
Newspaper Vending On Ferry	57	43	51
Brochure Racks And Advertising Onboard Ferries Or In Terminals	56	49	48
Prices Of Vending Machines On The Ferry	46	26	16
Prices Of Vending Machines At The Terminal	43	23	14
Food And Beverage Vending Machines At The Terminal	39	26	16
Food And Beverage Vending Machines On The Ferry	38	34	24

Q12 Satisfaction with Ferry Amenities for Edmonds / Kingston

The overall average satisfaction score for the Edmonds / Kingston ferry amenities is 39%, statistically equal to the average ferry amenity satisfaction score of 38%. This finding indicates most riders are not satisfied with the amenities on this route, and they are just as dissatisfied as riders on other routes...

Keeping in mind that most of the satisfaction levels are very low, satisfaction with quality of food and beverages on the ferry and the variety of the food are favorable in comparison to other routes.

<u>Edmonds / Kingston Ferry Amenities</u>	<u>% Importance</u>	<u>% Satisfaction</u>	<u>Total Sample Satisfaction Rating of 4 or 5</u>
Cleanliness Of Food Service Area	91	67	65%
Cleanliness Of Dining Area	91	65	62
Friendliness Of Food Service Staff	81	56	59
Price Of The Food	79	24	24
Price Of The Beverages	78	25	26
Quality Of Food And Beverages On The Ferry	75	46	41
Variety Of Food Available	70	40	35
Variety Of Beverages Available On The Ferry	64	42	40
Average for Edmonds / Kingston Ferry Amenities	64%	39%	38%
Newspaper Vending On Ferry	60	50	51
Maps, Photos and Other Onboard Decorations	56	51	50
Brochure Racks And Advertising Onboard Ferries Or In Terminals	52	51	48
Prices Of Vending Machines On The Ferry	49	17	16
Prices Of Vending Machines At The Terminal	39	14	14
Food And Beverage Vending Machines On The Ferry	36	24	24
Food And Beverage Vending Machines At The Terminal	32	16	16

Q12 Satisfaction with Ferry Amenities for Bainbridge

The overall average satisfaction score for the Bainbridge ferry amenities is 39%, statistically equal to the average ferry amenity satisfaction score of 38%. This finding indicates most riders are not satisfied with the amenities on this route, and they are just as dissatisfied as riders on other routes.

Keeping in mind that most of the satisfaction levels are very low, satisfaction with cleanliness of the food service area, friendliness of the food service staff, and newspaper vending are favorable in comparison to other routes.

Bainbridge riders are less satisfied than other riders with the vending machines and their prices.

<u>Bainbridge Ferry Amenities</u>	<u>% Importance</u>	<u>% Satisfaction</u>	<u>Total Sample Satisfaction Rating of 4 or 5</u>
Cleanliness Of Food Service Area	92	71	65
Cleanliness Of Dining Area	91	66	62
Friendliness Of Food Service Staff	83	64	59
Price Of The Food	83	24	24
Price Of The Beverages	80	24	26
Quality Of Food And Beverages On The Ferry	79	44	41
Variety Of Food Available	75	38	35
Variety Of Beverages Available On The Ferry	70	42	40
Newspaper Vending On Ferry	64	56	51
Average for Bainbridge Ferry Amenities	63%	39%	38%
Maps, Photos and Other Onboard Decorations	54	54	50
Brochure Racks And Advertising Onboard Ferries Or In Terminals	41	45	48
Prices Of Vending Machines On The Ferry	41	11	16
Food And Beverage Vending Machines On The Ferry	28	18	24
Food And Beverage Vending Machines At The Terminal	28	13	16
Prices Of Vending Machines At The Terminal	36	10	14

Q12 Satisfaction with Ferry Amenities for Mukilteo / Clinton

The overall average satisfaction score for the Mukilteo / Clinton ferry amenities is 37%, statistically equal to the average ferry amenity satisfaction score of 38%. This finding indicates most riders are not satisfied with the amenities on this route, and they are just as dissatisfied as riders on other routes.

Keeping in mind that most of the satisfaction levels are very low, satisfaction with the variety of food and beverages is unfavorable in comparison to other routes.

<u>Mukilteo / Clinton Ferry Amenities</u>	<u>% Importance</u>	<u>% Satisfaction</u>	<u>Total Sample Satisfaction Rating of 4 or 5</u>
Cleanliness Of Food Service Area	85	61%	65%
Cleanliness Of Dining Area	84	60	62
Friendliness Of Food Service Staff	75	59	59
Price Of The Food	71	21	24
Price Of The Beverages	68	26	26
Newspaper Vending On Ferry	61	53	51
Quality Of Food And Beverages On The Ferry	61	35	41
Average for Mukilteo / Clinton Ferry Amenities	58%	37%	38%
Maps, Photos and Other Onboard Decorations	55	50	50
Variety Of Beverages Available On The Ferry	55	35	40
Variety Of Food Available	55	28	35
Brochure Racks And Advertising Onboard Ferries Or In Terminals	50	52	48
Prices Of Vending Machines On The Ferry	47	17	16
Food And Beverage Vending Machines On The Ferry	35	25	24
Prices Of Vending Machines At The Terminal	35	13	14
Food And Beverage Vending Machines At The Terminal	27	14	16

Q12 Satisfaction with Ferry Amenities for Bremerton

The overall average satisfaction score for the Bremerton ferry amenities is 37%, statistically equal to the average ferry amenity satisfaction score of 38%. This finding indicates most riders are not satisfied with the amenities on this route, and they are just as dissatisfied as riders on other routes.

Keeping in mind that most of the satisfaction levels are very low, satisfaction with the cleanliness of dining and food service areas are unfavorable in comparison to other routes.

<u>Bremerton Ferry Amenities</u>	<u>% Importance</u>	<u>% Satisfaction</u>	<u>Total Sample Satisfaction Rating of 4 or 5</u>
Cleanliness Of Dining Area	91	55	62
Cleanliness Of Food Service Area	90	57	65
Price Of The Food	85	22	24
Friendliness Of Food Service Staff	84	56	59
Price Of The Beverages	81	24	26
Quality Of Food And Beverages On The Ferry	78	39	41
Variety Of Food Available	75	35	35
Variety Of Beverages Available On The Ferry	73	39	40
Newspaper Vending On Ferry	62	50	51
Prices Of Vending Machines On The Ferry	61	16	16
Average for Bremerton Ferry Amenities	58%	37%	38%
Maps, Photos and Other Onboard Decorations	54	46	50
Brochure Racks And Advertising Onboard Ferries Or In Terminals	51	48	48
Prices Of Vending Machines At The Terminal	48	12	14
Food And Beverage Vending Machines On The Ferry	47	26	24
Food And Beverage Vending Machines At The Terminal	39	16	16

Q12 Satisfaction with Ferry Amenities for Southworth

The overall average satisfaction score for the Southworth ferry amenities is 36%, numerically below to the average ferry amenity satisfaction score of 38%. This finding indicates most riders are not satisfied with the amenities on this route, and they are slightly less satisfied than riders on other routes.

Keeping in mind that most of the satisfaction levels are very low, satisfaction with the price, quality and variety of food and beverages are unfavorable in comparison to other routes.

<u>Southworth Ferry Amenities</u>	<u>% Importance</u>	<u>% Satisfaction</u>	<u>Total Sample Satisfaction Rating of 4 or 5</u>
Cleanliness Of Food Service Area	88	64	65
Cleanliness Of Dining Area	87	61	62
Friendliness Of Food Service Staff	80	59	59
Price Of The Food	75	20	23
Price Of The Beverages	71	21	25
Quality Of Food And Beverages On The Ferry	67	36	41
Variety Of Food Available	61	29	35
Newspaper Vending On Ferry	59	51	52
Variety Of Beverages Available On The Ferry	58	35	40
Average for Southworth Ferry Amenities	58%	36%	38%
Prices Of Vending Machines On The Ferry	51	14	15
Maps, Photos and Other Onboard Decorations	49	45	51
Brochure Racks And Advertising Onboard Ferries Or In Terminals	46	46	48
Food and Beverage Vending Machines at the Terminal	36	17	15
Food And Beverage Vending Machines On The Ferry	42	25	23
Prices Of Vending Machines At The Terminal	41	13	13

Q12 Satisfaction with Ferry Amenities for Vashon

The overall average satisfaction score for the Vashon ferry amenities is 35%, directional below the average ferry amenity satisfaction score of 38%. This finding indicates most riders are not satisfied with the amenities on this route, and they are slightly less satisfied than riders on other routes.

Most of the satisfaction levels are unfavorable in comparison to other routes.

<u>Vashon Ferry Amenities</u>	<u>% Importance</u>	<u>% Satisfaction</u>	<u>Total Sample Satisfaction Rating of 4 or 5</u>
Cleanliness Of Food Service Area	85	59	65
Cleanliness Of Dining Area	84	58	62
Friendliness Of Food Service Staff	74	56	59
Price Of The Food	70	21	23
Price Of The Beverages	67	23	25
Quality Of Food And Beverages On The Ferry	61	33	41
Newspaper Vending On Ferry	58	49	52
Average for Vashon Ferry Amenities	58%	35%	38%
Variety Of Beverages Available On The Ferry	55	37	40
Variety Of Food Available	55	26	35
Maps, Photos and Other Onboard Decorations	52	48	51
Prices Of Vending Machines On The Ferry	48	14	15
Prices Of Vending Machines At The Terminal	46	15	13
Brochure Racks And Advertising Onboard Ferries Or In Terminals	41	43	48
Food And Beverage Vending Machines At The Terminal	37	16	15
Food And Beverage Vending Machines On The Ferry	35	23	23

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Q12 Amenity Importance & Satisfaction Ratings: Anacortes / Friday Harbor Route

Respondents were asked to rate each of the following amenities provided by Washington State Ferries, by indicating how important each amenity was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following amenities on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

About The Ferry

	Importance					Satisfaction						
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Cleanliness Of Food Service Area	91	65	73	17	5	2	3	22	43	27	6	2
Cleanliness Of Dining Area	90	63	71	19	6	2	2	22	41	28	6	3
Friendliness Of Food Service Staff	84	56	47	37	10	3	3	20	37	32	8	3
Price Of The Food	81	32	40	41	11	3	4	7	25	37	20	12
Quality Of Food And Beverages On The Ferry	81	45	38	43	9	6	4	11	33	33	16	6
Price Of The Beverages	78	35	37	41	15	3	4	8	27	38	19	9
Variety Of Food Available	75	38	25	50	14	6	4	8	30	38	18	6
Variety Of Beverages Available On The Ferry	73	42	23	50	16	7	4	8	34	42	11	5
Newspaper Vending On Ferry	63	49	26	38	22	8	7	16	33	44	4	3
Maps, Photos and Other Onboard Decorations	55	45	20	35	26	10	8	15	30	47	5	3
Brochure Racks And Advertising Onboard Ferries Or In Terminals	55	50	20	35	25	13	8	19	31	46	2	2
Prices Of Vending Machines On The Ferry	50	22	21	28	28	10	12	5	17	58	13	7
Prices Of Vending Machines At The Terminal	45	21	20	25	30	12	13	5	16	61	12	6
Food And Beverage Vending Machines At The Terminal	41	24	14	27	31	13	14	5	19	62	10	4
Food And Beverage Vending Machines On The Ferry	39	30	12	27	33	14	14	8	22	59	6	5

Q12 Amenity Importance & Satisfaction Ratings: Port Townsend / Keystone Route

Respondents were asked to rate each of the following amenities provided by Washington State Ferries, by indicating how important each amenity was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following amenities on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

About The Ferry

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Cleanliness Of Dining Area	88	63	67	20	7	2	4	23	41	30	5	1
Cleanliness Of Food Service Area	88	63	67	21	6	1	5	23	40	31	4	2
Friendliness Of Food Service Staff	80	60	43	37	12	2	6	22	38	33	5	2
Price Of The Beverages	74	36	36	38	17	3	6	5	30	36	20	9
Price Of The Food	74	31	38	36	14	4	7	4	27	37	21	11
Quality Of Food And Beverages On The Ferry	71	48	33	37	16	6	7	7	40	37	12	4
Variety Of Food Available	67	38	24	43	17	8	8	4	34	45	12	5
Variety Of Beverages Available On The Ferry	66	42	23	44	20	6	7	5	36	45	9	4
Maps, Photos and Other Onboard Decorations	59	50	20	38	24	6	11	13	36	43	5	2
Newspaper Vending On Ferry	57	43	20	37	28	6	9	10	33	50	3	4
Brochure Racks And Advertising Onboard Ferries Or In Terminals	56	49	21	35	26	7	10	13	36	44	3	3
Prices Of Vending Machines On The Ferry	46	26	20	26	30	11	13	4	21	53	13	8
Prices Of Vending Machines At The Terminal	43	23	19	24	32	11	14	4	19	56	14	7
Food And Beverage Vending Machines At The Terminal	39	26	12	27	33	14	14	4	22	59	10	5
Food And Beverage Vending Machines On The Ferry	38	34	13	25	33	15	15	5	30	55	7	4

Q12 Amenity Importance & Satisfaction Ratings: Edmonds / Kingston

Respondents were asked to rate each of the following amenities provided by Washington State Ferries, by indicating how important each amenity was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following amenities on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

About The Ferry

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Cleanliness Of Food Service Area	91	67	70	21	4	1	3	23	44	24	6	2
Cleanliness Of Dining Area	91	65	67	24	5	1	3	21	43	27	7	2
Friendliness Of Food Service Staff	81	56	42	39	13	2	4	20	35	32	9	3
Price Of The Food	79	24	41	38	11	4	5	2	22	31	30	15
Price Of The Beverages	78	25	37	41	13	4	5	3	22	35	25	15
Quality Of Food And Beverages On The Ferry	75	46	34	41	12	7	7	6	40	33	17	4
Variety Of Food Available	70	40	22	48	15	7	7	4	35	37	19	4
Variety Of Beverages Available On The Ferry	64	42	18	46	24	6	6	7	35	43	10	5
Newspaper Vending On Ferry	60	50	23	37	25	8	7	17	33	44	3	2
Maps, Photos and Other Onboard Decorations	56	51	16	39	27	8	9	14	37	42	5	2
Brochure Racks And Advertising Onboard Ferries Or In Terminals	52	51	15	37	27	11	10	16	35	43	4	2
Prices Of Vending Machines On The Ferry	49	17	20	29	27	12	12	1	16	54	16	12
Prices Of Vending Machines At The Terminal	39	14	17	22	30	14	17	1	13	61	14	11
Food And Beverage Vending Machines On The Ferry	36	24	10	26	33	16	14	4	20	62	8	5
Food And Beverage Vending Machines At The Terminal	32	16	10	22	34	17	18	3	14	67	10	7

Q12 Amenity Importance & Satisfaction Ratings: Seattle / Bainbridge Route

Respondents were asked to rate each of the following amenities provided by Washington State Ferries, by indicating how important each amenity was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following amenities on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

About The Ferry

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Cleanliness Of Food Service Area	92	71	69	24	4	1	3	24	48	23	5	2
Cleanliness Of Dining Area	91	66	63	28	5	2	2	19	47	24	8	2
Price Of The Food	83	24	41	42	10	3	4	4	20	29	31	15
Friendliness Of Food Service Staff	80	64	40	42	12	3	3	23	41	26	7	3
Price Of The Beverages	80	24	36	44	13	3	4	4	20	32	29	16
Quality Of Food And Beverages On The Ferry	79	44	34	46	12	5	4	6	38	31	20	5
Variety Of Food Available	75	38	24	52	15	5	5	5	34	34	23	5
Variety Of Beverages Available On The Ferry	70	42	20	50	21	5	4	8	34	40	14	4
Newspaper Vending On Ferry	64	56	24	40	23	6	7	18	38	39	4	1
Maps, Photos and Other Onboard Decorations	54	54	15	39	25	11	11	15	39	39	5	2
Brochure Racks And Advertising Onboard Ferries Or In Terminals	41	45	10	31	32	14	13	12	33	49	4	2
Prices Of Vending Machines On The Ferry	41	11	17	24	31	13	15	2	9	57	19	13
Prices Of Vending Machines At The Terminal	36	10	15	20	31	15	19	2	8	60	17	13
Food And Beverage Vending Machines On The Ferry	28	18	7	22	36	19	17	4	15	69	8	4
Food And Beverage Vending Machines At The Terminal	28	13	8	21	34	18	20	3	11	67	12	8

Q12 Amenity Importance & Satisfaction Ratings: Seattle / Bremerton Route

Respondents were asked to rate each of the following amenities provided by Washington State Ferries, by indicating how important each amenity was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following amenities on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

About The Ferry

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Cleanliness Of Dining Area	91	55	72	19	6	1	3	16	39	31	11	3
Cleanliness Of Food Service Area	90	57	74	16	6	1	3	19	38	31	9	3
Price Of The Food	85	22	49	36	9	2	4	4	18	30	32	17
Friendliness Of Food Service Staff	84	56	49	35	11	2	3	21	35	31	9	4
Price Of The Beverages	81	24	45	36	13	2	4	5	20	33	26	17
Quality Of Food And Beverages On The Ferry	78	39	41	38	13	5	4	7	31	35	21	6
Variety Of Food Available	75	35	29	46	16	4	5	6	29	35	22	7
Variety Of Beverages Available On The Ferry	73	39	29	44	19	4	4	8	31	40	14	6
Newspaper Vending On Ferry	62	50	27	35	25	7	6	17	33	43	4	2
Prices Of Vending Machines On The Ferry	61	16	30	31	22	8	9	3	13	43	21	20
Maps, Photos and Other Onboard Decorations	54	46	20	34	28	9	8	14	33	45	5	3
Brochure Racks And Advertising Onboard Ferries Or In Terminals	51	48	19	32	32	9	8	16	32	45	5	2
Prices Of Vending Machines At The Terminal	48	12	23	25	27	12	13	3	10	53	18	16
Food And Beverage Vending Machines On The Ferry	47	26	17	30	30	12	10	6	20	55	12	7
Food And Beverage Vending Machines At The Terminal	39	16	15	25	31	15	14	3	13	60	13	10

Q12 Amenity Importance & Satisfaction Ratings: Mukilteo / Clinton Route

Respondents were asked to rate each of the following amenities provided by Washington State Ferries, by indicating how important each amenity was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following amenities on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

About The Ferry

	Importance							Satisfaction				
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Cleanliness Of Food Service Area	85	61	61	24	8	2	5	18	43	31	6	2
Cleanliness Of Dining Area	84	60	58	26	10	1	5	17	43	32	6	2
Friendliness Of Food Service Staff	75	59	39	36	16	3	6	19	41	32	6	3
Price Of The Food	71	21	33	38	16	5	8	4	18	35	25	19
Price Of The Beverages	68	26	31	36	19	5	8	6	21	38	23	13
Newspaper Vending On Ferry	61	53	24	37	26	5	8	16	37	39	5	2
Quality Of Food And Beverages On The Ferry	61	35	24	36	20	9	10	5	30	42	18	5
Variety Of Beverages Available On The Ferry	55	35	15	40	27	9	9	6	29	48	13	5
Variety Of Food Available	55	28	14	41	25	10	10	5	24	46	19	7
Maps, Photos and Other Onboard Decorations	55	50	17	37	26	7	12	14	36	43	5	3
Brochure Racks And Advertising Onboard Ferries Or In Terminals	50	52	15	35	29	10	10	17	35	42	4	2
Prices Of Vending Machines On The Ferry	47	17	20	27	28	10	15	4	14	53	16	14
Food And Beverage Vending Machines On The Ferry	35	25	8	26	32	15	18	5	20	61	8	6
Prices Of Vending Machines At The Terminal	35	13	15	20	33	12	20	3	10	67	11	9
Food And Beverage Vending Machines At The Terminal	27	14	8	19	36	15	22	3	11	70	9	7

Q12 Amenity Importance & Satisfaction Ratings Route: Fauntleroy / Vashon

Respondents were asked to rate each of the following amenities provided by Washington State Ferries, by indicating how important each amenity was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following amenities on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

About The Ferry

	Top Two Importance	Top Two Satisfaction	Importance					Satisfaction				
			1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Cleanliness Of Food Service Area	85	59	61	24	5	2	8	18	41	30	9	2
Cleanliness Of Dining Area	84	58	56	27	6	3	8	17	40	31	9	2
Friendliness Of Food Service Staff	74	56	35	39	13	4	8	19	36	34	7	3
Price Of The Food	70	21	31	38	13	7	10	2	19	32	30	17
Price Of The Beverages	67	23	28	40	17	6	10	2	21	36	27	13
Quality Of Food And Beverages On The Ferry	61	33	23	39	15	12	11	2	31	39	21	7
Newspaper Vending On Ferry	58	49	19	39	22	7	13	12	38	42	6	3
Variety Of Beverages Available On The Ferry	55	37	12	43	24	10	12	4	32	45	15	4
Variety Of Food Available	55	26	15	39	20	13	12	2	24	40	25	9
Maps, Photos and Other Onboard Decorations	52	48	13	39	24	10	13	10	38	43	5	3
Prices Of Vending Machines On The Ferry	48	14	18	30	25	10	17	2	12	51	21	14
Prices Of Vending Machines At The Terminal	46	15	19	27	24	11	19	2	13	51	20	15
Brochure Racks And Advertising Onboard Ferries Or In Terminals	41	43	11	30	31	13	14	13	30	49	5	2
Food And Beverage Vending Machines At The Terminal	37	16	11	26	27	16	20	2	14	58	17	9
Food And Beverage Vending Machines On The Ferry	35	23	9	26	30	17	19	4	19	60	11	6

Q12 Amenity Importance & Satisfaction Ratings: Fauntleroy / Southworth Route

Respondents were asked to rate each of the following amenities provided by Washington State Ferries, by indicating how important each amenity was to them on a '1' to '5' scale, where '1' means 'Extremely Important' and '5' means 'Not At All Important' and how satisfied they were with each of the following amenities on a '1' to '5' scale, where '1' means 'Extremely Satisfied' and '5' means 'Extremely Dissatisfied'.

About The Ferry

	Importance					Satisfaction						
	Top Two Importance	Top Two Satisfaction	1	2	3	4	5	1	2	3	4	5
	%	%	%	%	%	%	%	%	%	%	%	%
Cleanliness Of Food Service Area	88	64	65	23	7	1	4	23	41	27	6	2
Cleanliness Of Dining Area	87	61	63	23	7	1	5	20	41	28	9	2
Friendliness Of Food Service Staff	80	59	41	39	13	3	5	22	37	31	7	3
Price Of The Food	75	20	37	38	13	5	7	2	19	32	28	20
Price Of The Beverages	71	21	34	37	17	5	7	3	18	37	27	15
Quality Of Food And Beverages On The Ferry	67	36	31	37	18	8	6	4	32	37	21	6
Variety Of Food Available	61	29	18	43	25	7	7	5	24	40	22	9
Newspaper Vending On Ferry	59	51	21	38	24	7	11	17	34	41	4	4
Variety Of Beverages Available On The Ferry	58	35	17	41	26	9	7	6	29	48	12	6
Prices Of Vending Machines On The Ferry	51	14	22	28	26	9	15	2	12	53	16	17
Maps, Photos and Other Onboard Decorations	49	45	17	32	29	8	14	14	32	48	3	4
Food and Beverage Vending Machines at the Terminal	36	17	10	26	33	14	17	3	15	60	13	10
Brochure Racks And Advertising Onboard Ferries Or In Terminals	46	46	16	30	32	9	13	15	30	49	3	3
Prices Of Vending Machines At The Terminal	41	13	16	25	30	11	17	3	10	56	15	17
Food And Beverage Vending Machines On The Ferry	42	25	11	32	30	11	16	4	21	57	9	9

Q14 Attitude Towards Onboard Smoking Policy For WSF

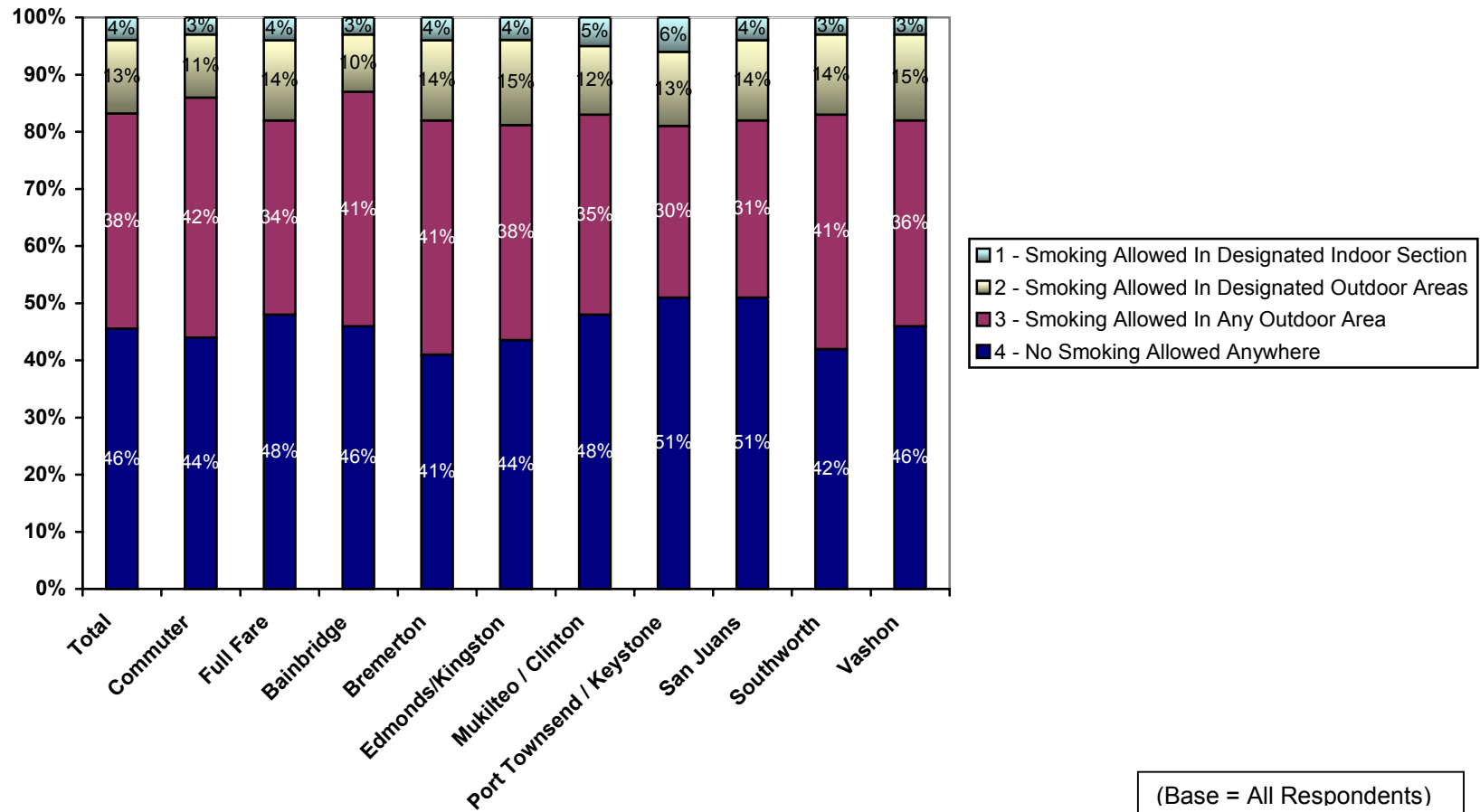
Attitudes toward the onboard smoking policy are about evenly split between the rule of no smoking anywhere on board (46%) and smoking allowed only in one outdoor area of the passenger cabin (38%), which is the current smoking policy. Almost no support exists for an indoor smoking area (4%).

These findings indicate attitudes are very evenly split about acceptability of smoking on the ferry.

In the current environment of tolerance for smoking on the ferry, the existing rule to allow smoking in only one of the outdoor areas is clearly the most favored policy among ferry riders.

In your opinion, which of following onboard smoking policies is best for Washington State Ferries?

Respondents were asked their opinion of onboard smoking policies on Washington State Ferries where '1' was 'Smoking Allowed Only In A Special Indoor Section Of The Passenger Cabin', '2' was 'Smoking Allowed In Only One Of The Outdoor Areas Of The Passenger Cabin', '3' was 'Smoking Allowed In Any Outdoor Areas Of The Passenger Cabin' and '4' was 'No Smoking Anywhere Onboard'.



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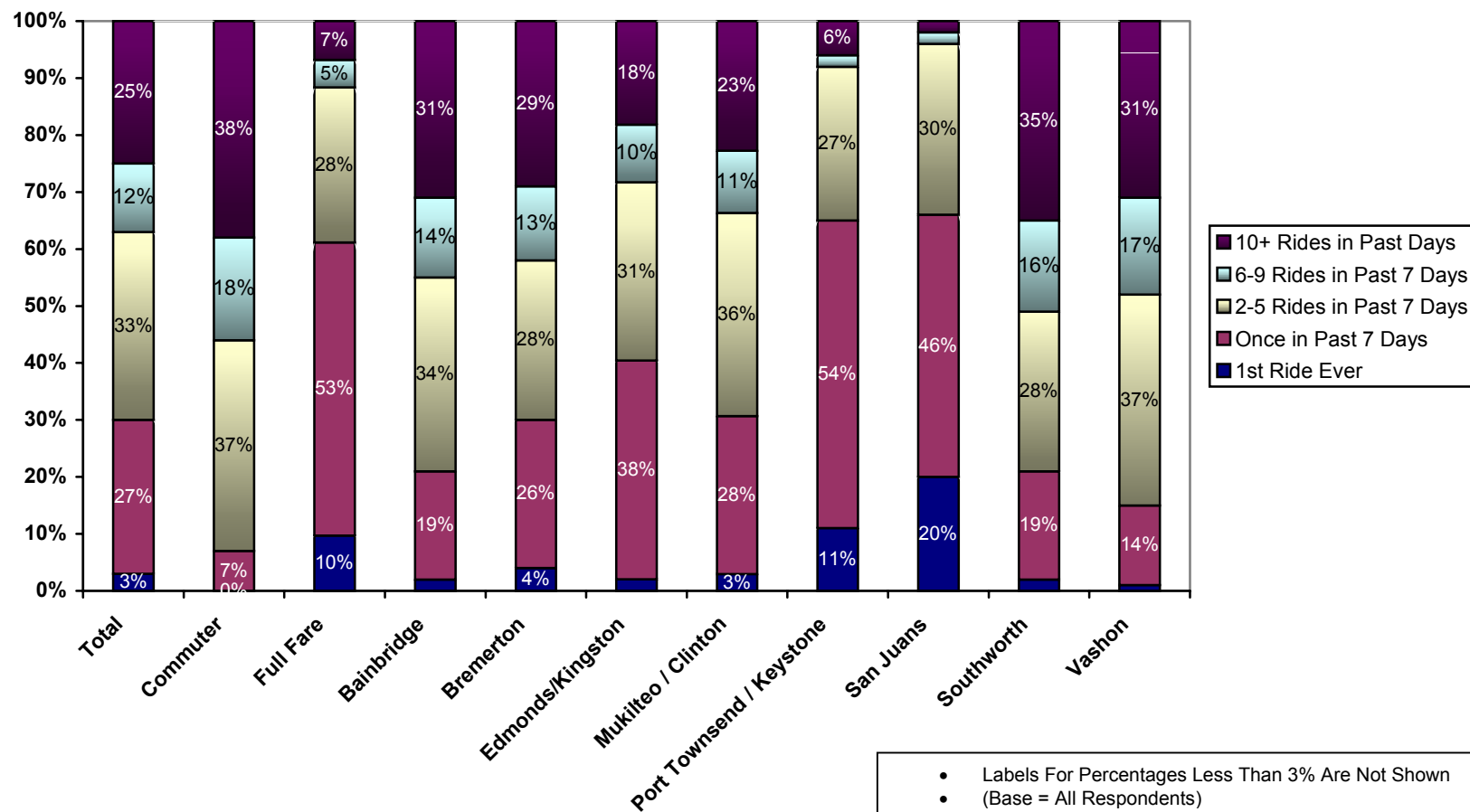
Demographic / Classification Questions

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C1 Reason For Trip on Ferry

Reason For Trip	Total	Bainbridge	Bremerton	Edmonds/ Kingston	Mukilteo /Clinton	Port Townsend /Keystone	San Juans	South- worth	Vashon
To / From Regularly scheduled work or school	46%	57%	51%	35%	42%	9%	6%	62%	60%
To / From Social or Recreational Activity	24	19	22	32	25	40	39	19	14
To / From Personal Business	11	8	9	13	15	13	12	7	10
To / From Sight-seeing	6	3	4	6	5	23	29	4	2
To / From Business-related Activity	7	8	5	9	8	9	5	6	7
To / From Medical Appointment	3	2	4	3	3	2	4	1	3
To / From Shopping	2	2	4	1	3	2	6	1	2
Some Other Purpose	1	<1	1	1	1	2	<1	<1	<1

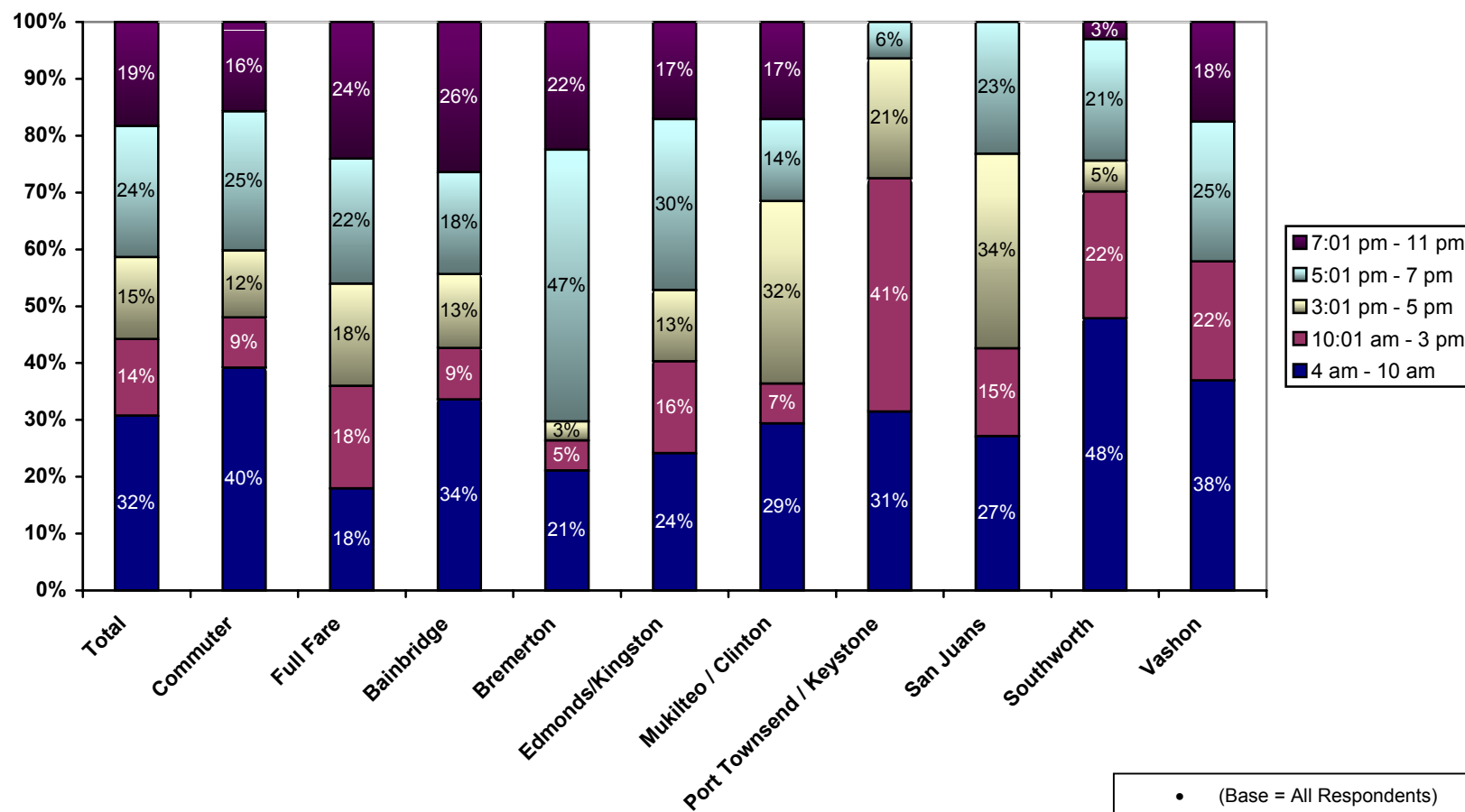
C2 – Frequency of Riding the Ferry



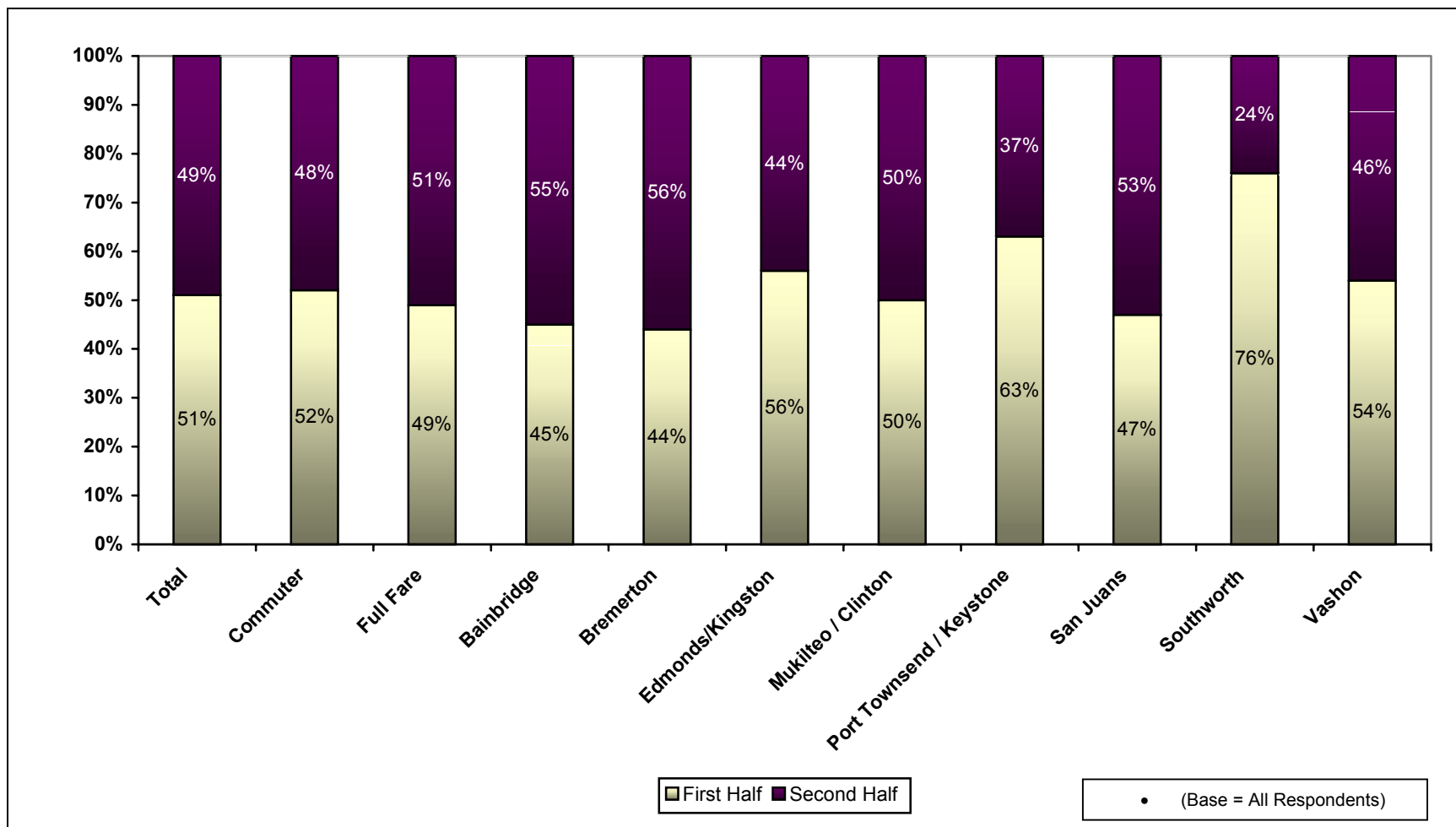
C3 / C4 – Origin and Destination Terminals

Terminal	Terminal of Origin		Destination Terminal	
	# of Riders	% of Riders	# of Riders	% of Riders
Anacortes	121	2	112	2
Bainbridge Island	953	14	1120	16
Bremerton	250	4	443	6
Clinton	650	10	599	9
Edmonds	720	11	690	10
Fauntleroy	418	6	485	7
Friday Harbor	115	2	120	2
Keystone	125	2	121	2
Lopez Island	0	0	3	<1
Kingston	690	10	720	11
Mukilteo	599	9	650	12
Orcas Island	1	<1	2	<1
Port Townsend	121	2	125	2
Seattle	1562	23	1203	18
Southworth	295	4	156	2
Vashon Island	209	3	280	4

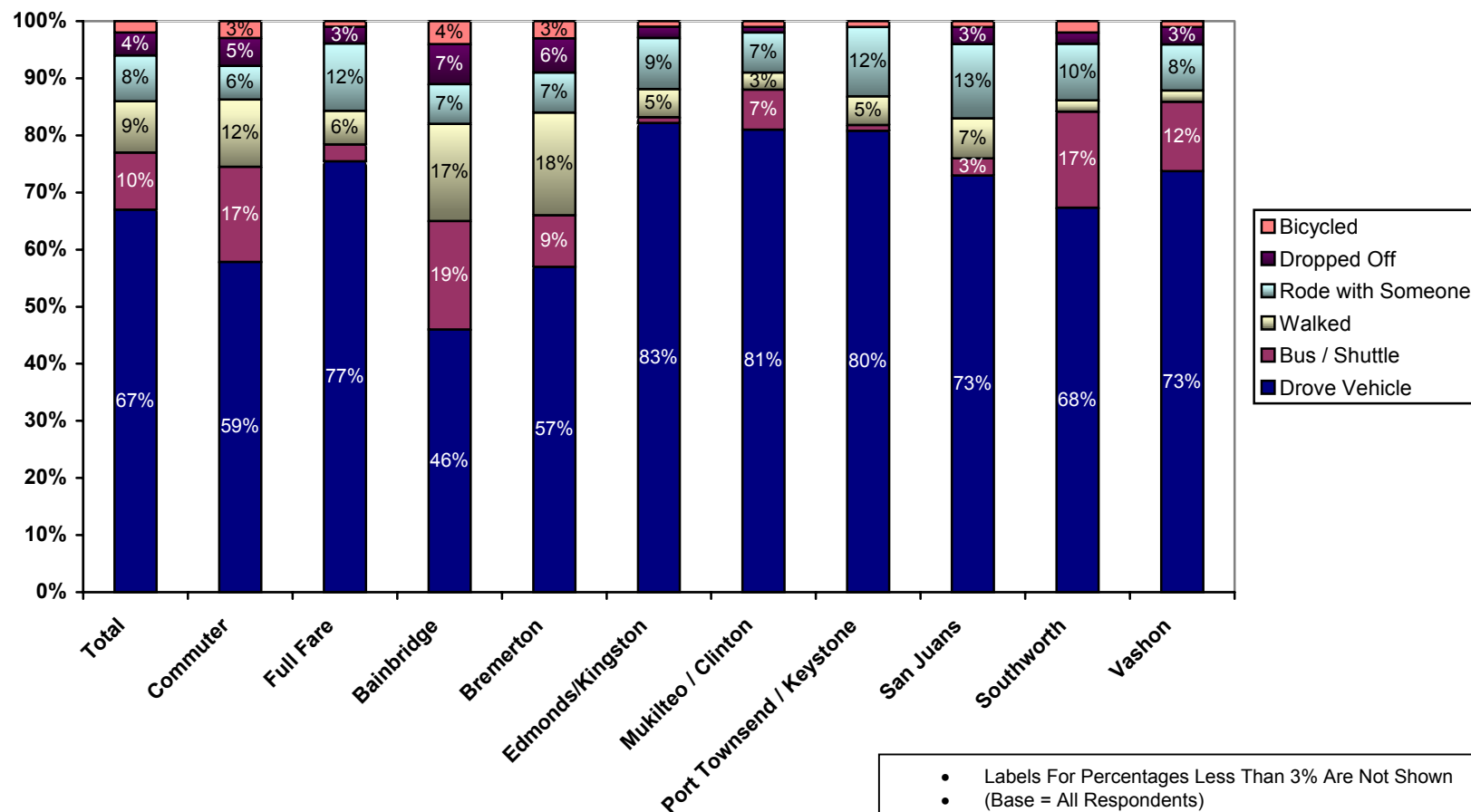
C5 – Scheduled Departure Time of Ferry



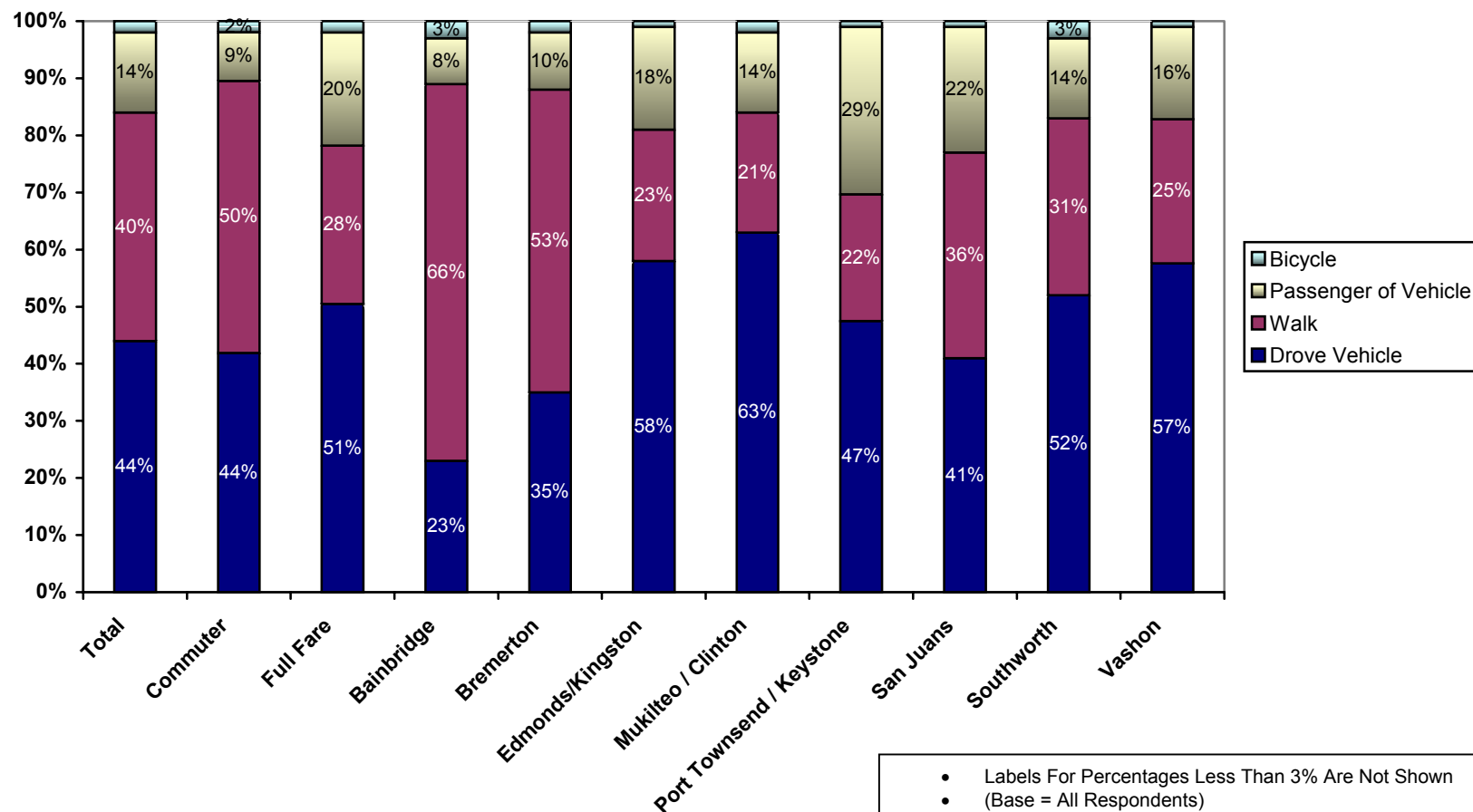
C6 - Current Ride is First Half or Second Half of Trip



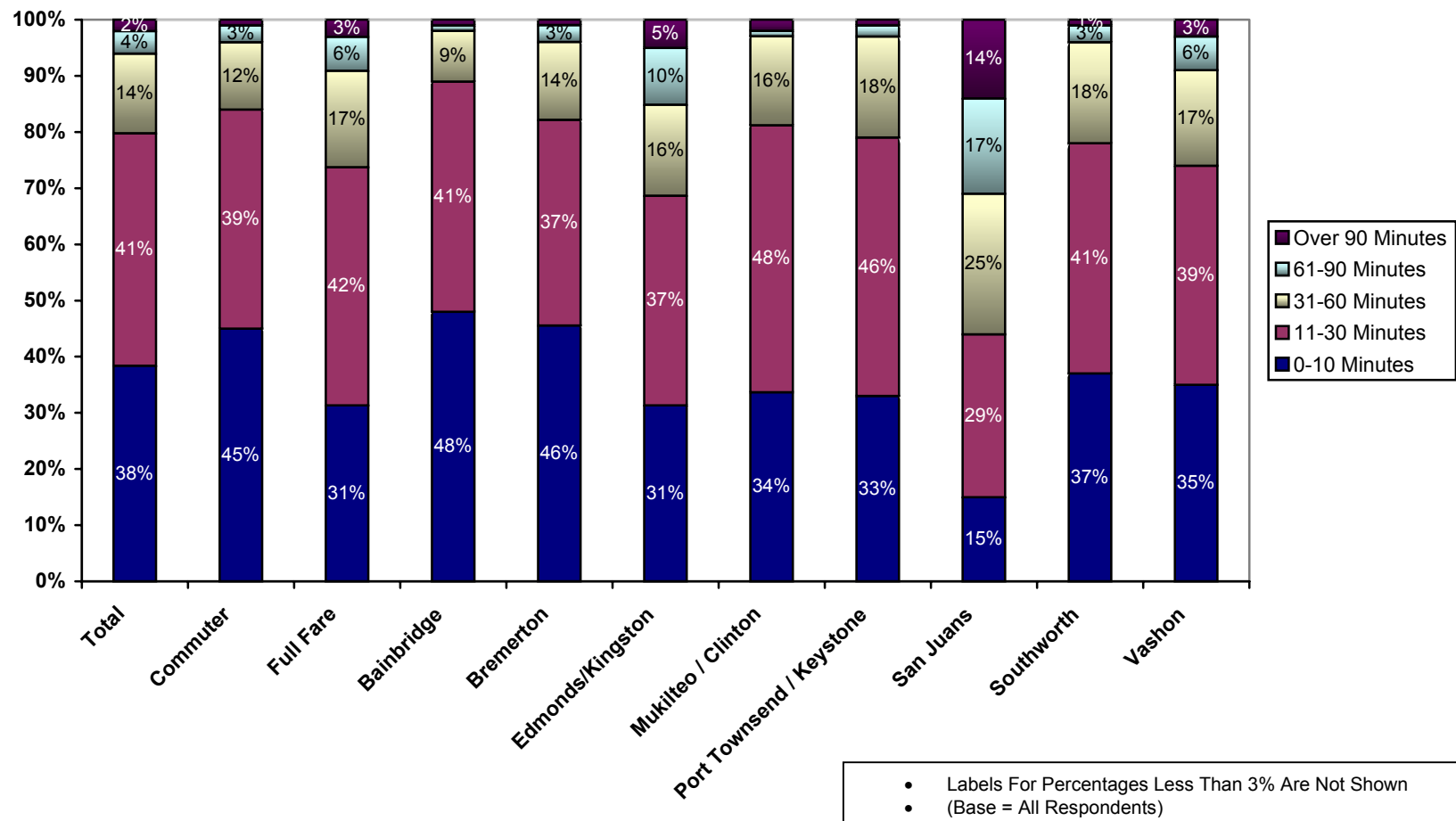
C7 - Transportation to Terminal of Origin



C8 - Method Of Boarding The Ferry



C9 - Expected Wait Time for Ferry

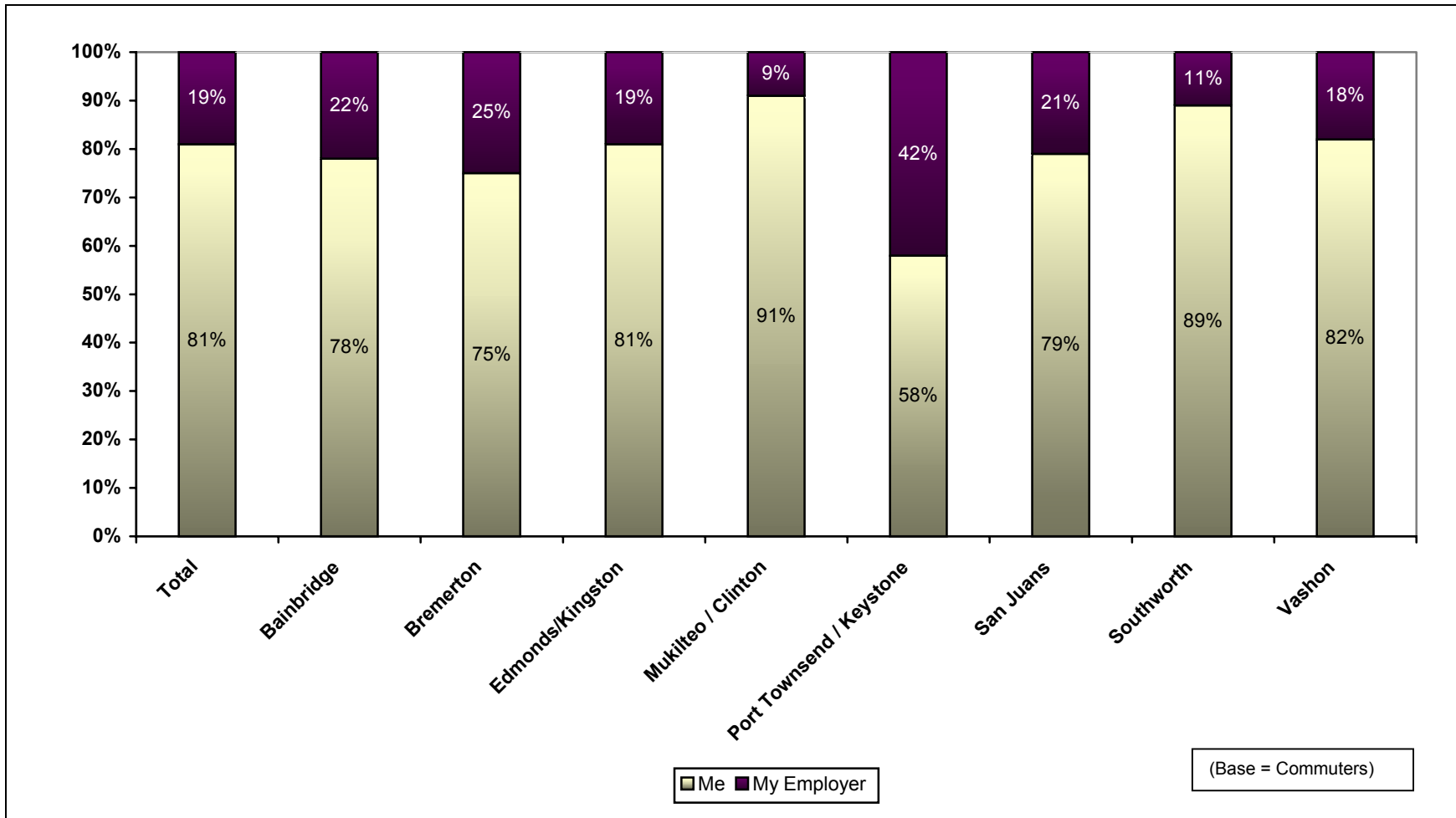


C10 - Type of Fare Payment

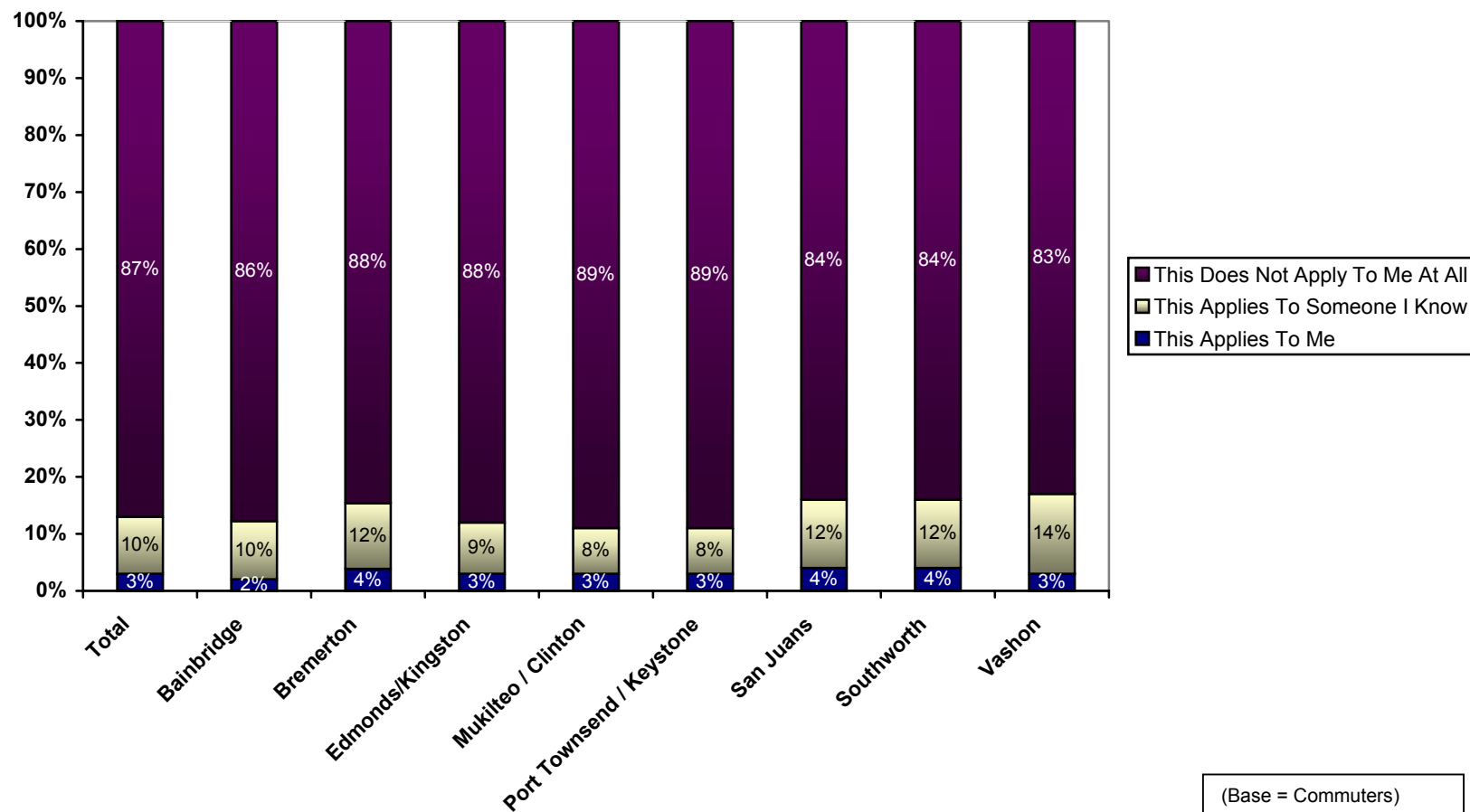
Fare Payment Type	Total	Commuter	Full Fare	Bainbridge	Bremerton	Edmonds /Kingston	Mukilteo /Clinton	Port Townsend /Keystone	San Juans	Southworth	Vashon
Auto / Driver, Full Fare	22%	-	48%	11%	20%	33%	27%	41%	27%	19%	14%
Auto / Driver, Frequent User Coupon	20	37	8	11	13	20	34	3	15	23	35
Passenger, Full Fare	15	-	33	16	20	15	9	27	39	9	8
Passenger, Frequent User Coupon	12	23	4	18	13	8	10	2	3	11	15
Ferry-Only Monthly Pass	10	18	1	14	10	10	7	2	1	8	6
Combined Ferry / Bus Monthly Pass	9	1	1	18	11	1	3	<1	1	13	9
Passenger, Senior Discount	4	-	9	3	4	6	3	13	6	2	2
Employer Subsidized Monthly Ferry Pass	2	4	<1	3	2	1	1	<1	<1	3	3
Motorcycle Fare	2	-	4	2	1	2	1	1	<1	6	4
Passenger, Half Fare Discount	1	-	2	1	1	1	1	0	1	1	1

Responses given by 1 percent or fewer respondents are not shown.

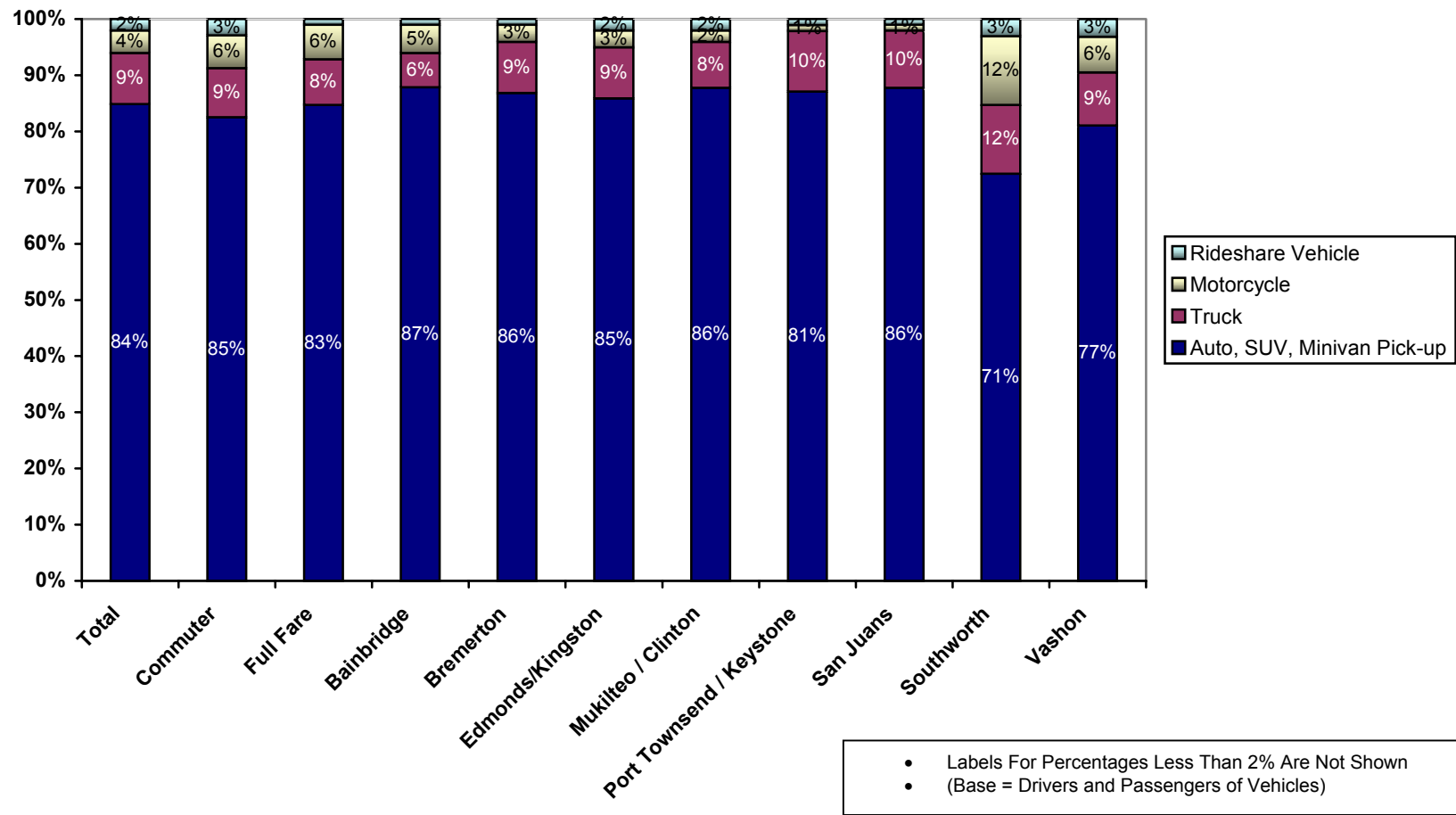
C11 - Who Pays For Your Ferry Toll To Work



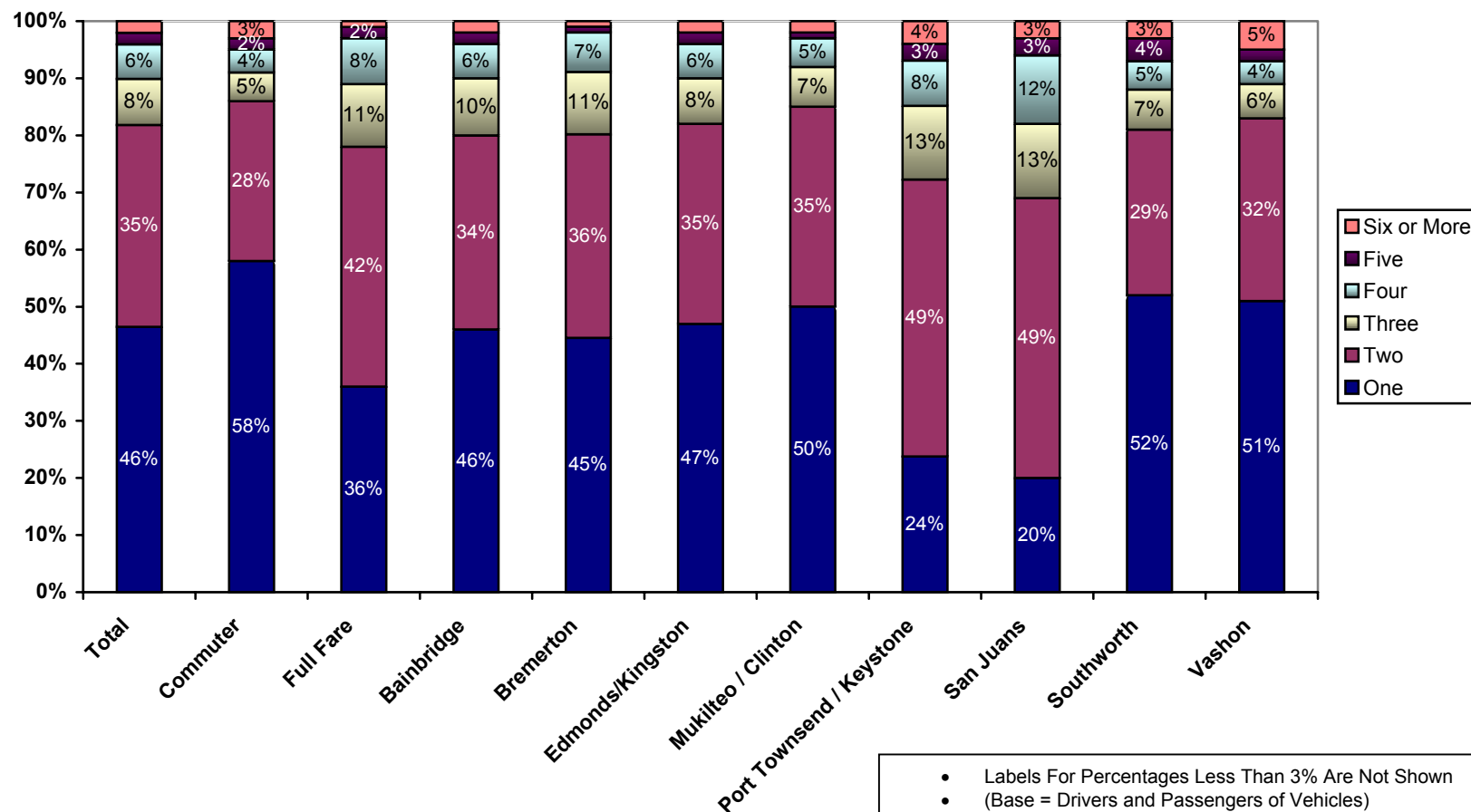
C12 – Do you, or does anyone you know, have a disability that affects your ability to ride the ferry?



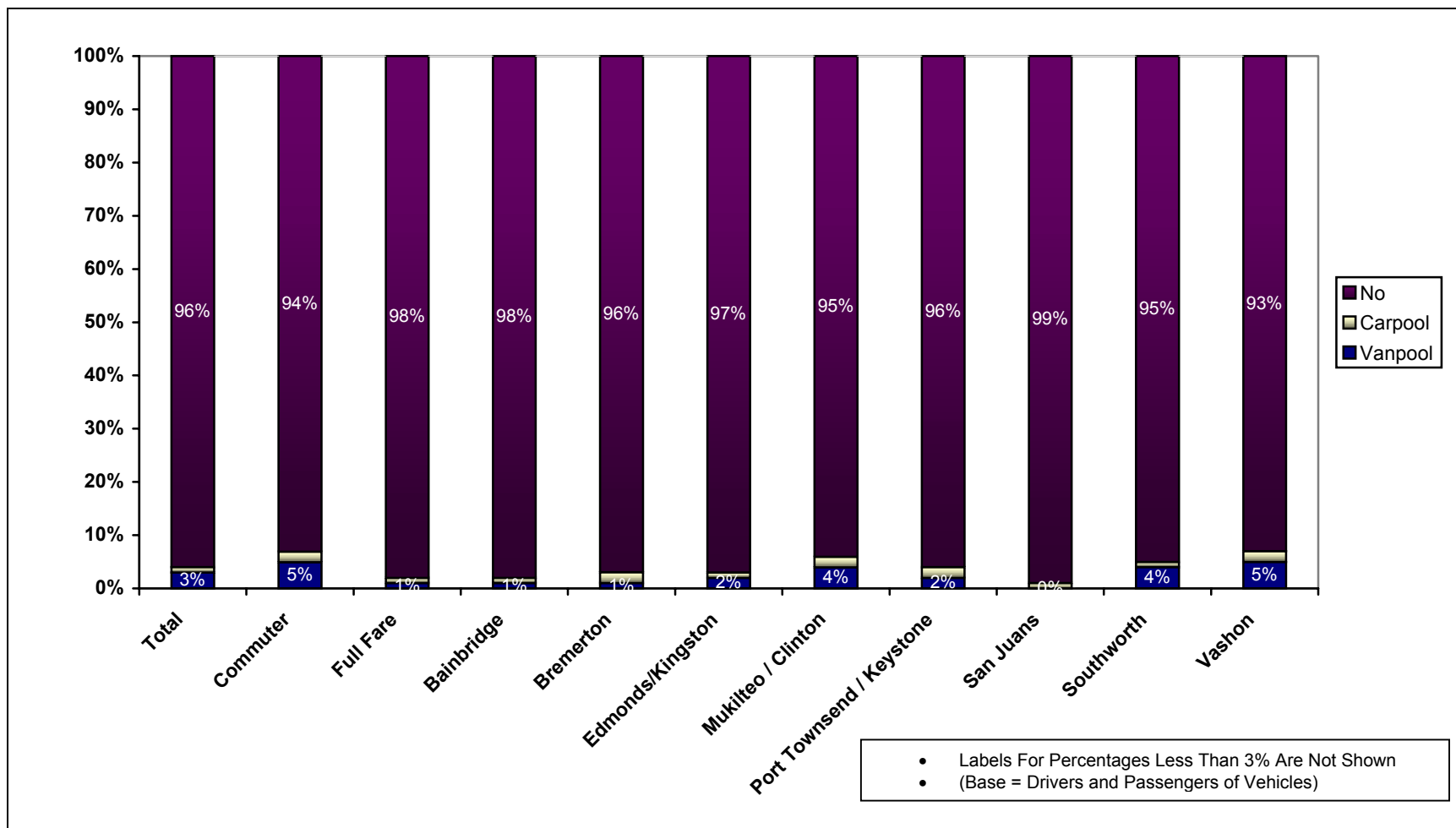
C13 - Type of Vehicle in Which Driving or Riding



C14 - Number of People in Vehicle



C15 - Are you a registered rideshare vehicle?

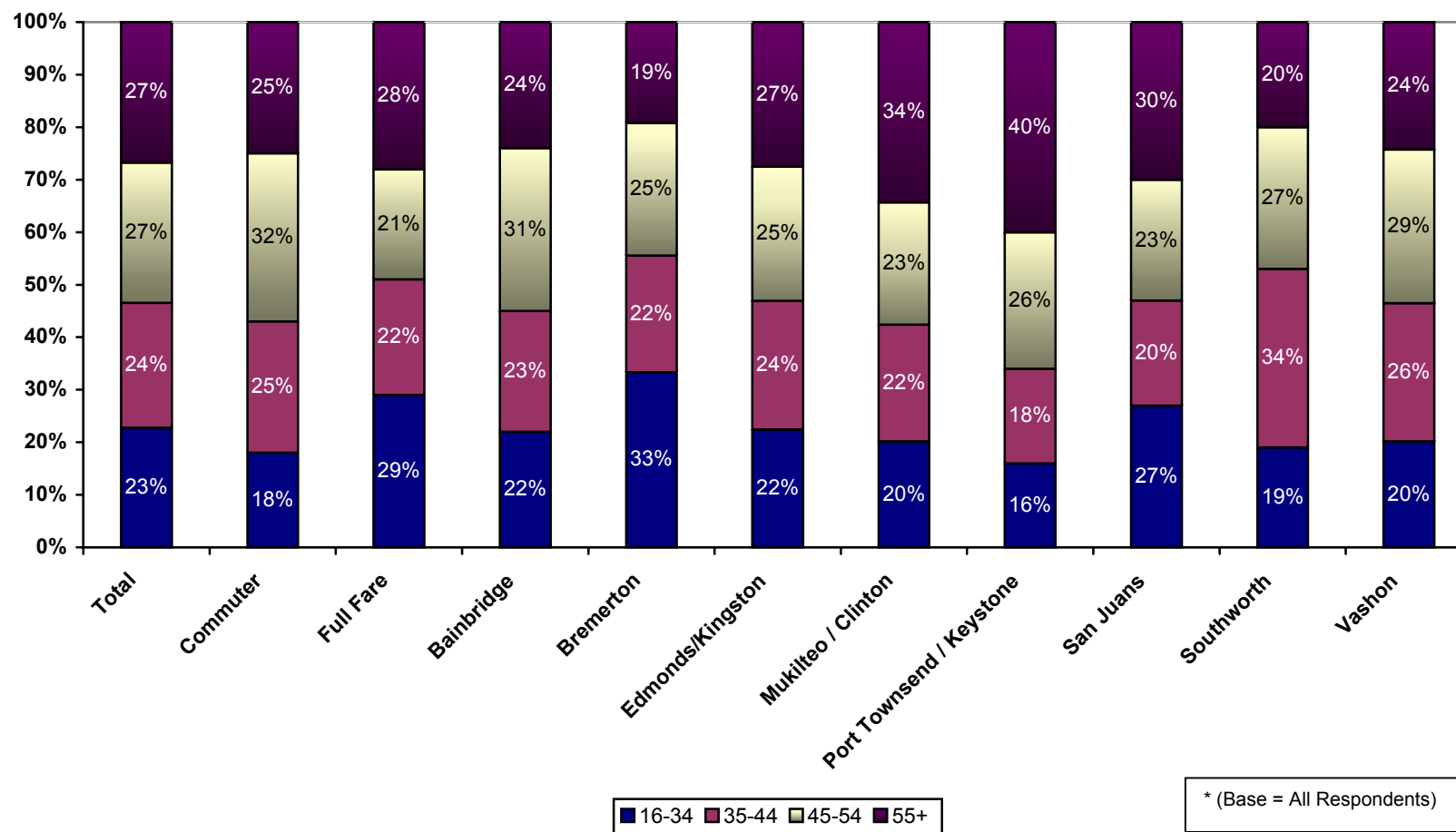


D1 – What is your zip code at home?

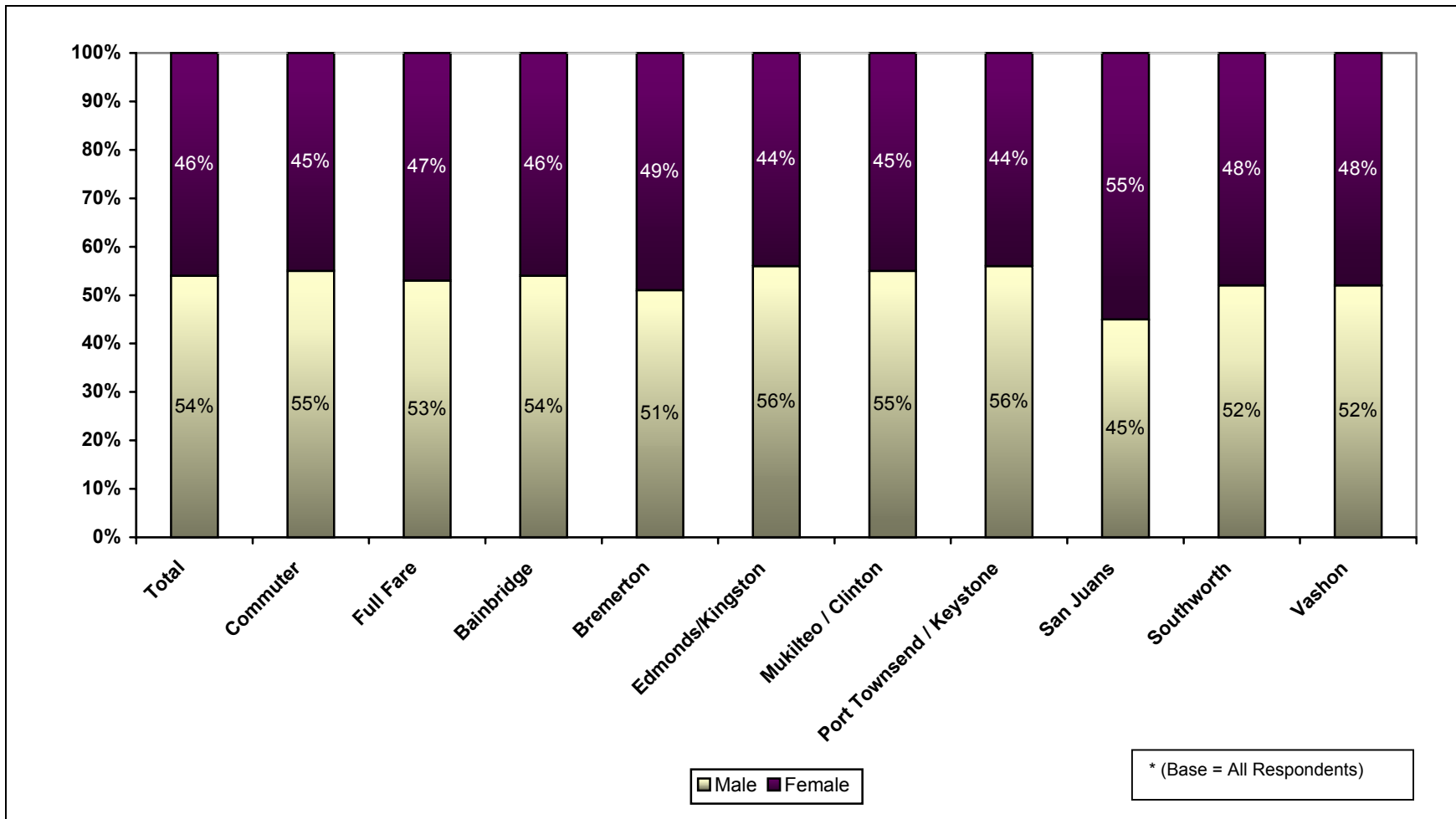
A city was assigned to each respondent, according to the zip codes given for their place of residence. These cities were further grouped into general city areas and counties. The below table shows, by area, where respondents indicate they live.

City / Area / County	% Residing
Bremerton / Port Orchard / Silverdale	19
Bainbridge Island	16
Seattle	12
Clinton / Langley / Freeland	10
Kingston / Hansville / Port Gamble	7
Snohomish County	6
Vashon	5
Port Townsend / Jefferson County / Clallam County	5
Outside Washington / Other United States	5
East King County	3
North King County	2
South King County	1
Pierce / Thurston County	1
Keystone	1
Friday Harbor	1
Oak Harbor	1
Mason County	1
Whatcom County	1
East Snohomish County	1
Eastern Washington	1
Skagit County	1
Grays Harbor County	1

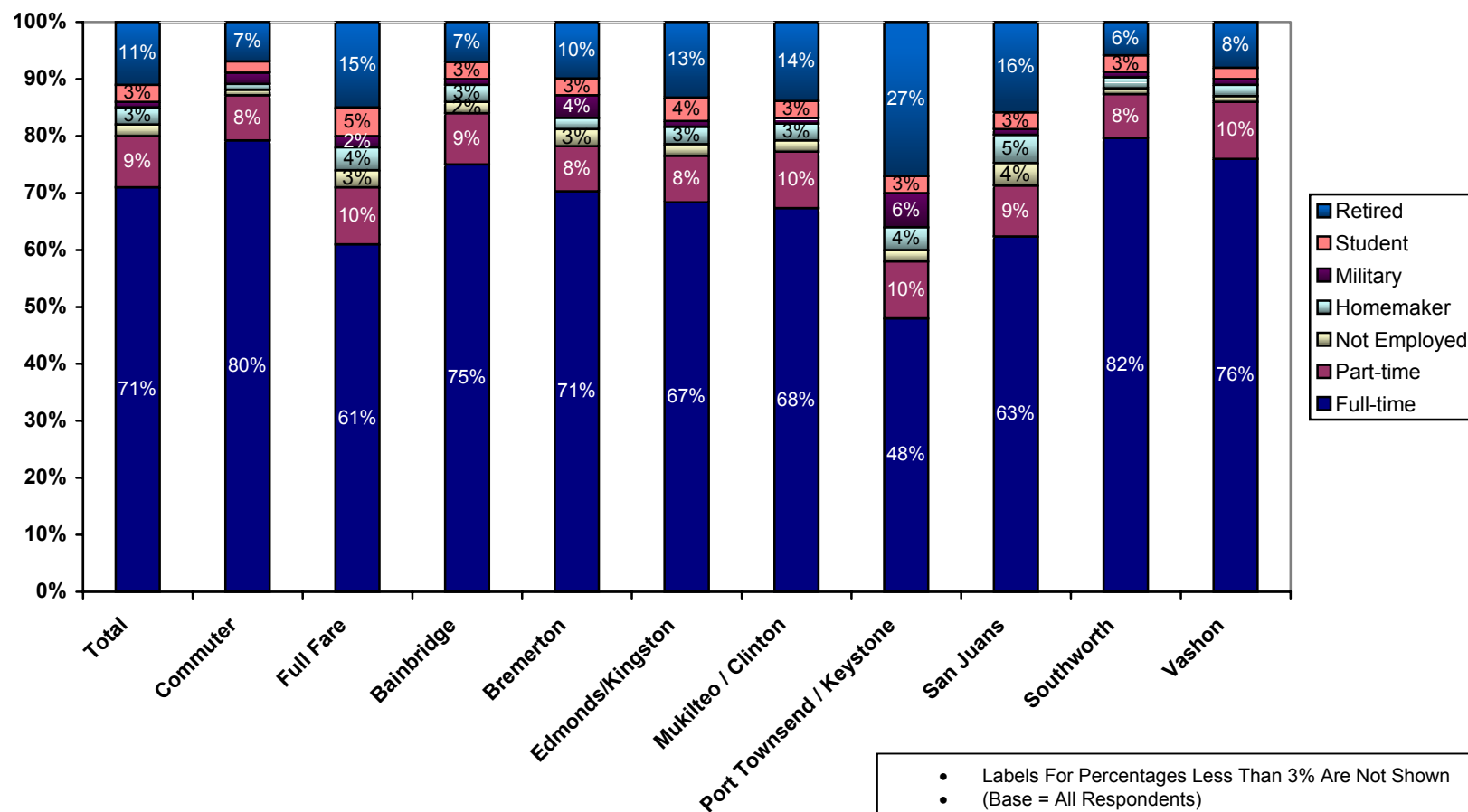
D2 – Respondent Age



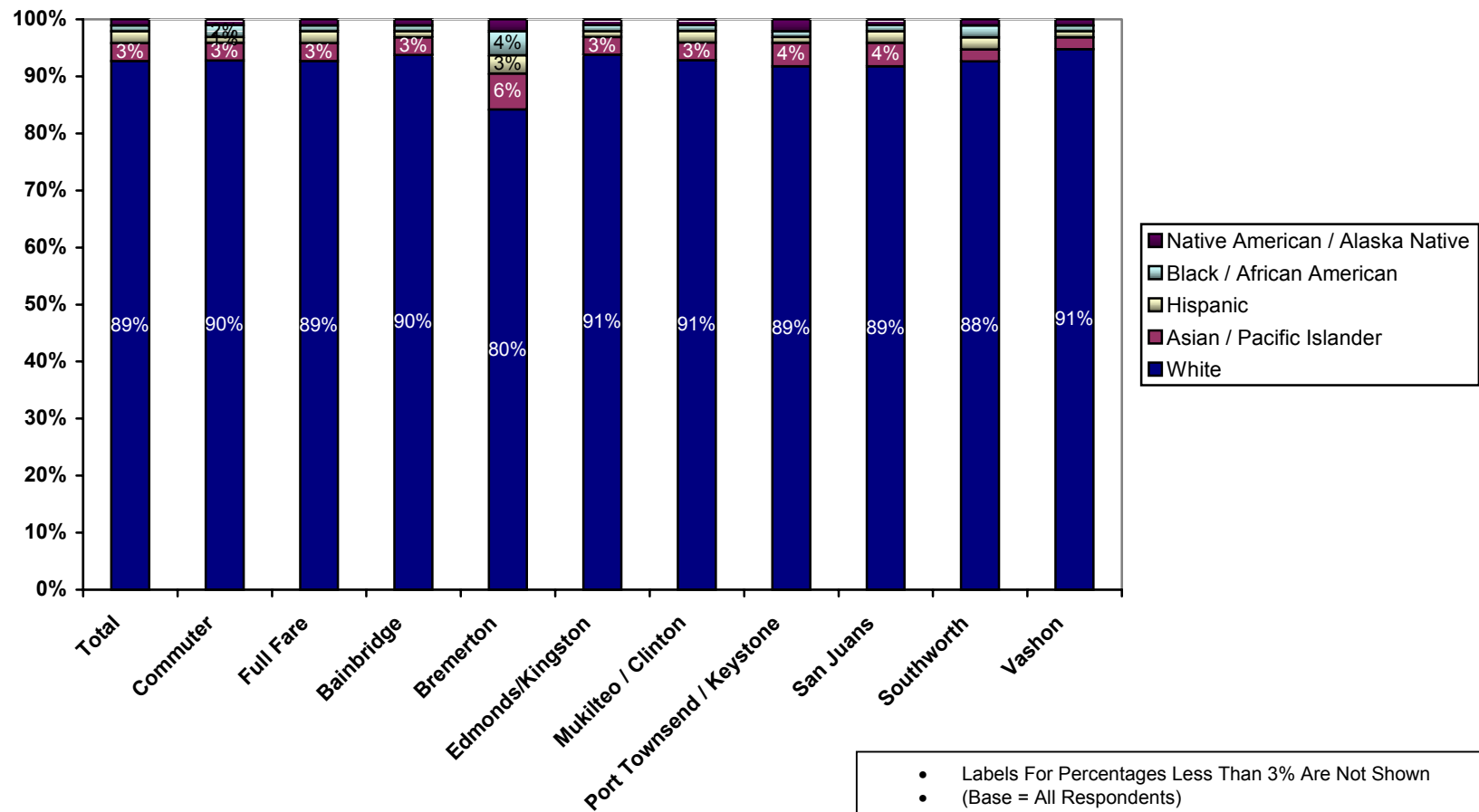
D3 - Gender



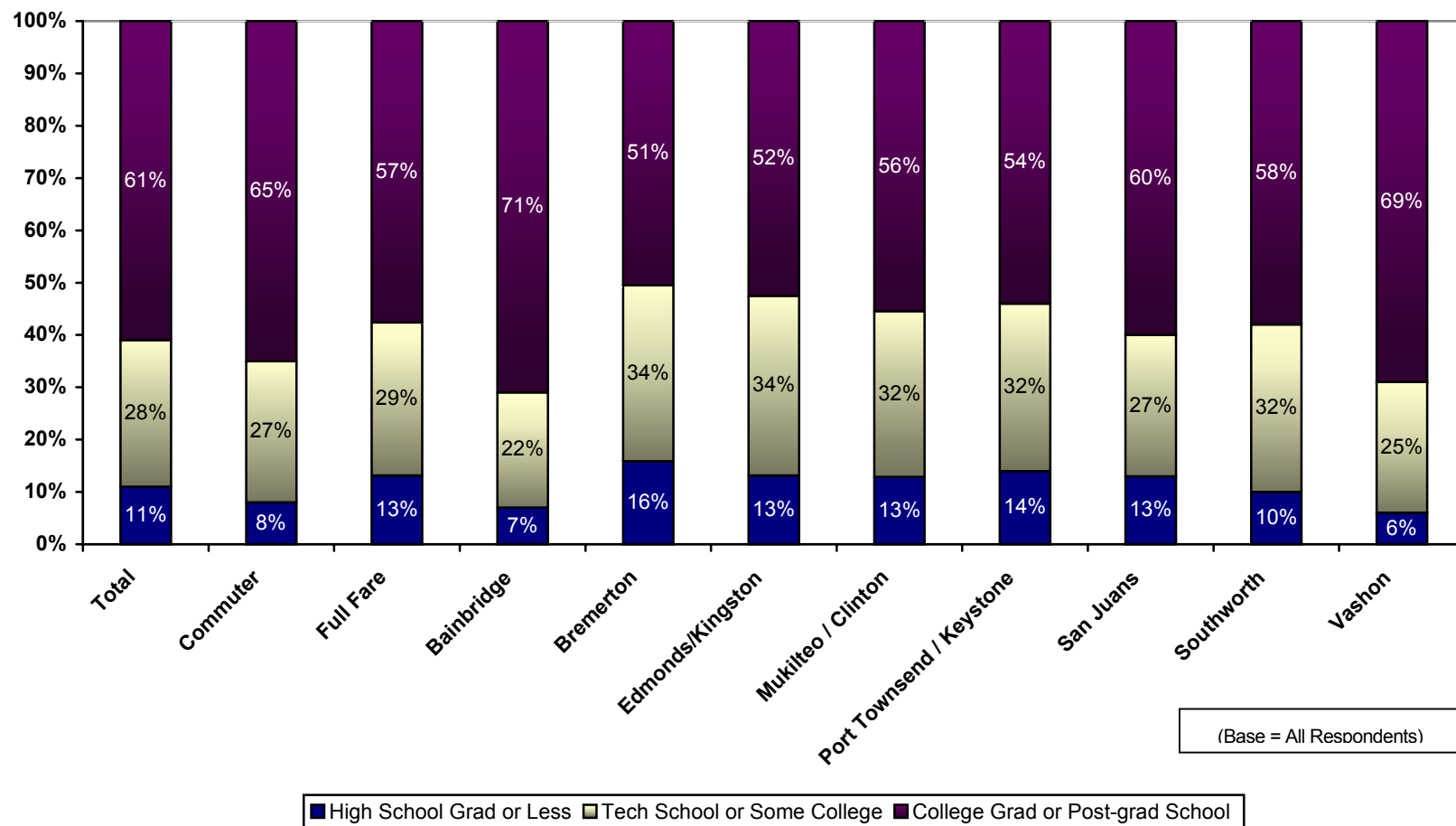
D4 – Employment Status



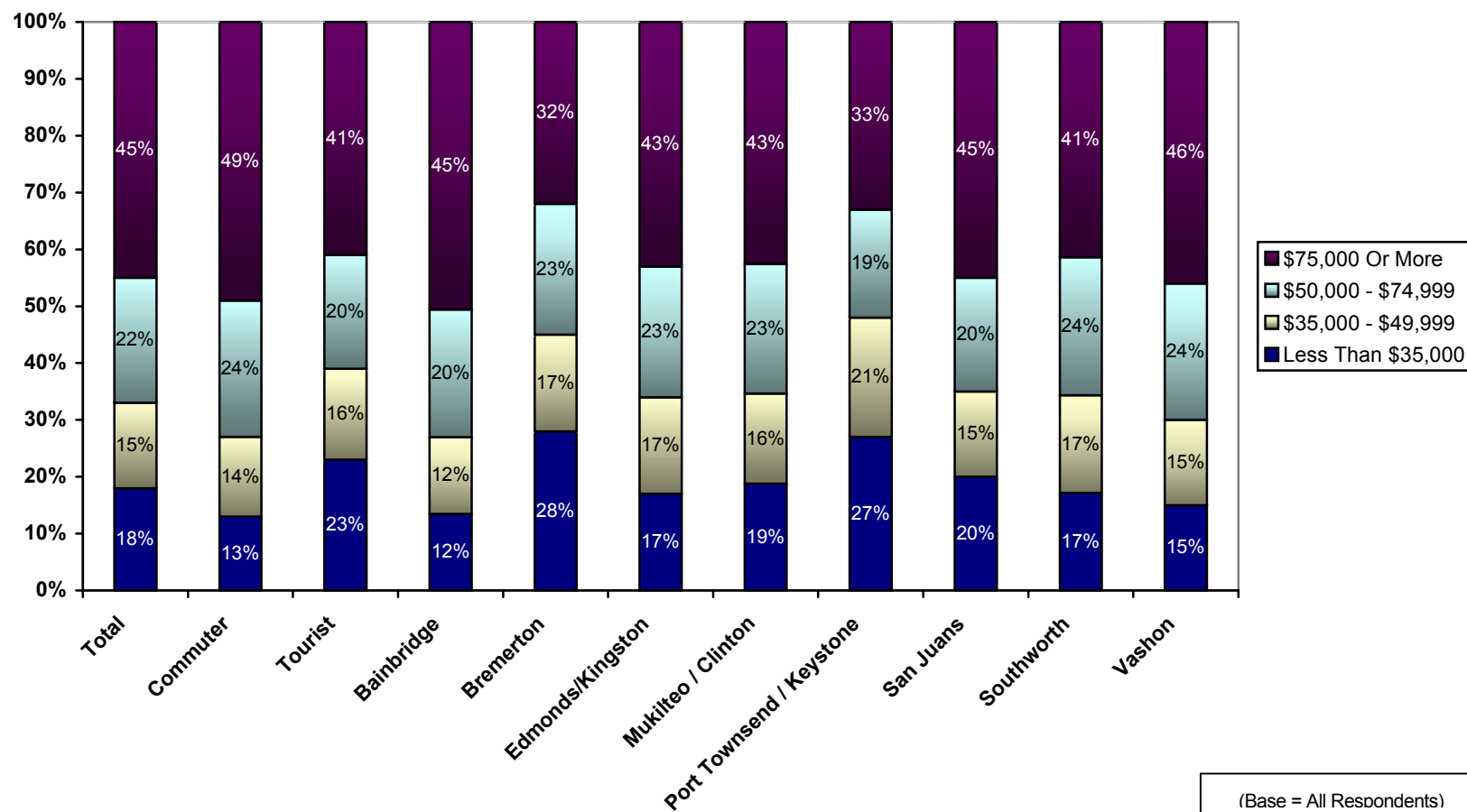
D5 - Ethnicity



D6 – Highest Level of Education Completed



D7 – Annual Household Income Before Taxes



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Appendix

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Washington State Ferries is currently conducting a customer satisfaction survey.
We also need your feedback on some ideas for new services.

Please complete the survey while you are waiting for the ferry, if possible.
It may be collected before departure, onboard, or you can mail it back to us.

Q1) Are you riding this ferry today for commuting purposes or for leisure/tourist purposes?

(Please circle one response)

1 Commuter	2 Tourist/Leisure
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Q2) Overall, how satisfied are you with Washington State Ferries? *(Please circle one response)*

1 Extremely Satisfied	2 Somewhat Satisfied	3 Neither Satisfied Nor Dissatisfied	4 Somewhat Dissatisfied	5 Extremely Dissatisfied
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Q3) What do you especially like about Washington State Ferries?

Q4) In what areas does Washington State Ferries need improvement?

Q5) Thinking about your situation as a commuter or a leisure rider on the ferry, how likely would you be to recommend riding a Washington State Ferry to other people like yourself? (Please circle one response)

1 Definitely Would Recommend	2 Probably Would Recommend	3 Neutral	4 Probably Would Not Recommend	5 Definitely Would Not Recommend
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Q6) Considering your personal experience with the ferry, which of the following phrases best describes the value, to you, of riding a Washington State Ferry? “Value” means...what you receive for the amount you pay. Is Washington State Ferries...? (Please circle one response)

1 A very good value	2 A good value	3 Neither a good value or a poor value	4 A poor value	5 A very poor value	8 Don't know
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Q7) In addition to the fact that ferries provide transportation, some people feel the ferries also help preserve the unique character and culture of the different areas they connect. How valuable is it to you for Washington State Ferries to continue to preserve the character and culture of the areas they serve? (Please circle one response)

1 Very Important	2 Somewhat Important	3 Neither Important or Unimportant	4 Somewhat Unimportant	5 Not at all Important
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→ IF YOU ARE RIDING THIS FERRY AS A COMMUTER, PLEASE GO TO QUESTION 10 ←

Q8a) [For Tourist / Leisure Riders Only] Assuming you have the option to ride the ferry again on a future trip, how likely are you to ride Washington State Ferries again? (Please circle one response)

1 Very Likely	2 Somewhat Likely	3 Neither Likely Nor Unlikely	4 Somewhat Unlikely	5 Very Unlikely
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Q8b) [For Tourist / Leisure Riders Only] If your answer to Question 8a is “somewhat unlikely” or “very unlikely,” why are you unlikely to ride the ferry again?

Q9) *[For Tourist / Leisure Riders Only]* If this ferry service were not available, how would you have made this trip?
(Please circle one response)

1 Car / Drive	2 Public Transportation	3 Boat / Water Taxi	4 Plane / Helicopter	5 Would Not Have Made This Trip
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Q10) Washington State Ferries is considering several different services to offer on the ferry or in the terminals.
For each idea described below, indicate how frequently you would use the service if it were provided.
(Please circle one response for each idea)

	Would use it every trip	Would use it most trips	Would use it on half my trips	Would use it occasion- ally	Would seldom use it	Would never use it
ON THE FERRY						
Carry-out meals for lunch or dinner	1	2	3	4	5	6
Food court on the ferry	1	2	3	4	5	6
Ice cream shop on the ferry	1	2	3	4	5	6
Pub / Bar on the ferry	1	2	3	4	5	6
Espresso stand on the ferry	1	2	3	4	5	6
High-speed, wireless Internet access on the ferry	1	2	3	4	5	6
Made in Washington / Northwest gift shop on the ferry	1	2	3	4	5	6
Full-service newspaper stand on the ferry	1	2	3	4	5	6
Onboard retail shop selling sundries, film, magazines, books, playing cards, etc.	1	2	3	4	5	6
Onboard neck and shoulder massage services	1	2	3	4	5	6
Yoga classes on the ferry	1	2	3	4	5	6
Other:	1	2	3	4	5	6
Other:	1	2	3	4	5	6
AT THE TERMINAL						
Terminal retail shop selling sundries, film, magazines, books, playing cards, etc.	1	2	3	4	5	6
Pet products store at the terminal	1	2	3	4	5	6
Dry cleaners at the terminal	1	2	3	4	5	6
Carry-out meals for lunch or dinner	1	2	3	4	5	6
Food court at the terminal	1	2	3	4	5	6
Espresso stand at the terminal	1	2	3	4	5	6
Pub / Bar at the terminal	1	2	3	4	5	6
Kinko's or business center at the terminal	1	2	3	4	5	6
Upscale restaurant at the terminal	1	2	3	4	5	6
Made in Washington / Northwest gift shop at terminal	1	2	3	4	5	6
Bookstore at the terminal	1	2	3	4	5	6
Stationery store at the terminal	1	2	3	4	5	6
Shoe repair services at the terminal	1	2	3	4	5	6
Video rental at the terminal	1	2	3	4	5	6
Other:	1	2	3	4	5	6
Other:	1	2	3	4	5	6

Q11) If Washington State Ferries sold merchandise bearing their logo, like shirts, hats and mugs, how likely would you be to purchase an item for someone in your household, a family member or a friend?
(Please circle one response)

1	2	3	4	5
Definitely would purchase	Probably would purchase	Might or might not purchase	Probably would not purchase	Definitely would not purchase

FERRY AMENITIES

Q12) For each of the following services or facilities, indicate how important that specific service or facility is to you, and then indicate how satisfied you are with that service or facility.

	IMPORTANCE					SATISFACTION				
	1 = Extremely Important 2 = Somewhat Important 3 = Neither Important / Unimportant 4 = Not Very Important 5 = Not At All Important (Please circle one response for each)					1 = Extremely Satisfied 2 = Somewhat Satisfied 3 = Neither Satisfied / Dissatisfied 4 = Somewhat Dissatisfied 5 = Extremely Dissatisfied (Please circle one response for each)				
Quality of food and beverages on the ferry	1	2	3	4	5	1	2	3	4	5
Variety of food available	1	2	3	4	5	1	2	3	4	5
Price of the food	1	2	3	4	5	1	2	3	4	5
Variety of beverages available on the ferry	1	2	3	4	5	1	2	3	4	5
Price of the beverages	1	2	3	4	5	1	2	3	4	5
Friendliness of food service staff	1	2	3	4	5	1	2	3	4	5
Cleanliness of food service area	1	2	3	4	5	1	2	3	4	5
Cleanliness of dining area	1	2	3	4	5	1	2	3	4	5
Food and beverage vending machines on the ferry	1	2	3	4	5	1	2	3	4	5
Price of vending machines on the ferry	1	2	3	4	5	1	2	3	4	5
Food and beverage vending machines at the terminal	1	2	3	4	5	1	2	3	4	5
Price of vending machines at the terminal	1	2	3	4	5	1	2	3	4	5
Maps, photos and other onboard decorations	1	2	3	4	5	1	2	3	4	5
Brochure racks and advertising onboard ferries or in terminals	1	2	3	4	5	1	2	3	4	5
Newspaper vending on ferry	1	2	3	4	5	1	2	3	4	5

FERRY SERVICES

Q13) For each of the following services provided by Washington State Ferries, indicate how important that specific service is to you, and then indicate how satisfied you are with that service.

	IMPORTANCE					SATISFACTION				
	1 = Extremely Important 2 = Somewhat Important 3 = Neither Important / Unimportant 4 = Not Very Important 5 = Not At All Important (Please circle one response for each)					1 = Extremely Satisfied 2 = Somewhat Satisfied 3 = Neither Satisfied / Dissatisfied 4 = Somewhat Dissatisfied 5 = Extremely Dissatisfied (Please circle one response for each)				
AT THE TERMINAL WHERE YOU STARTED										
Road signage to the terminal	1	2	3	4	5	1	2	3	4	5
Closeness of bus stop to terminal	1	2	3	4	5	1	2	3	4	5
Busses are running when needed	1	2	3	4	5	1	2	3	4	5
Ease of purchasing tickets at the ferry terminal	1	2	3	4	5	1	2	3	4	5
Availability of ferry schedule brochures	1	2	3	4	5	1	2	3	4	5
Availability of fare brochures	1	2	3	4	5	1	2	3	4	5
Ease of loading the ferry	1	2	3	4	5	1	2	3	4	5
Clear directions from employees loading ferry	1	2	3	4	5	1	2	3	4	5
Overall appearance of terminal where you started	1	2	3	4	5	1	2	3	4	5
Cleanliness of terminal where you started	1	2	3	4	5	1	2	3	4	5
Cleanliness of restroom at terminal where you started	1	2	3	4	5	1	2	3	4	5
ABOUT THE FERRY										
On-time performance	1	2	3	4	5	1	2	3	4	5
Route reliability / No cancellations	1	2	3	4	5	1	2	3	4	5
Easy ferry access for disabled people	1	2	3	4	5	1	2	3	4	5
Friendly / helpful ferry employees	1	2	3	4	5	1	2	3	4	5
Ability to contact crew members onboard ferry	1	2	3	4	5	1	2	3	4	5
Comfort of onboard seating	1	2	3	4	5	1	2	3	4	5
Enforcement of rules on smoking	1	2	3	4	5	1	2	3	4	5
Enforcement of rules on animals	1	2	3	4	5	1	2	3	4	5
Enforcement of rules on rowdiness	1	2	3	4	5	1	2	3	4	5
Clarity of onboard announcements	1	2	3	4	5	1	2	3	4	5
Overall appearance of the ferry	1	2	3	4	5	1	2	3	4	5
Cleanliness of ferry	1	2	3	4	5	1	2	3	4	5
Cleanliness of restroom on ferry	1	2	3	4	5	1	2	3	4	5

AT YOUR DESTINATION TERMINAL										
Ease of exiting the ferry	1	2	3	4	5	1	2	3	4	5
Ease of exiting the terminal	1	2	3	4	5	1	2	3	4	5
Overall appearance of destination terminal	1	2	3	4	5	1	2	3	4	5
Cleanliness of destination terminal	1	2	3	4	5	1	2	3	4	5
Cleanliness of restroom at destination terminal	1	2	3	4	5	1	2	3	4	5
Closeness of bus stop to terminal	1	2	3	4	5	1	2	3	4	5
Busses are running when needed	1	2	3	4	5	1	2	3	4	5
INTERNET COMMUNICATION										
Helpfulness of email alerts	1	2	3	4	5	1	2	3	4	5
Content of information at web site	1	2	3	4	5	1	2	3	4	5

Q14) In your opinion, which of following onboard smoking policies is best for Washington State Ferries?
(Please circle one response)

1	2	3	4
Smoking allowed only in a special indoor section of the passenger cabin	Smoking allowed in only one of the outdoor areas of the passenger cabin	Smoking allowed in any outdoor areas of the passenger cabin	No smoking anywhere onboard

Q15) Do you have any other recommendations for Washington State Ferries?

TELL US HOW YOU USE THE FERRY ...

C1) What is the reason for your trip on the ferry today? *(Please circle one response)*

To/from regularly scheduled work or school	1
To/from business-related activity (such as a meeting)	2
To/from medical appointment	3
To/from personal business	4
To/from social or recreational activity	5
To/from shopping	6
To/from sight-seeing	7
Other purpose <i>(Please specify :)</i>	8
No answer	9

C2) How frequently do you ride the ferry? *(Please check one response)*

1 st Ride ever	1
Once in past 7 days	2
2-5 Rides in past 7 days	3
6-9 Rides in past 7 days	4
10+ Rides in past 7 days	5
No Answer	9

C3) Where are you getting *on* the ferry for this ride?
(Please check one response)

1 Anacortes	6 Fauntleroy	11 Mukilteo	16 Shaw Island
2 Bainbridge Island	7 Friday Harbor	12 Orcas Island	17 Southworth
3 Bremerton	8 Keystone	13 Point Defiance	18 Tahlequah
4 Clinton	9 Kingston	14 Port Townsend	19 Vashon
5 Edmonds	10 Lopez Island	15 Seattle	

C4) Where are you getting *off* the ferry for this ride?
(Please check one response)

1 Anacortes	6 Fauntleroy	<input type="radio"/> ₁₁ Mukilteo	<input type="radio"/> ₁₆ Shaw Island
2 Bainbridge Island	7 Friday Harbor	<input type="radio"/> ₁₂ Orcas Island	<input type="radio"/> ₁₇ Southworth
3 Bremerton	8 Keystone	<input type="radio"/> ₁₃ Point Defiance	<input type="radio"/> ₁₈ Tahlequah
4 Clinton	9 Kingston	<input type="radio"/> ₁₄ Port Townsend	<input type="radio"/> ₁₉ Vashon
5 Edmonds	10 Lopez Island	<input type="radio"/> ₁₅ Seattle	

C5) What is the scheduled *departure* time for the ferry on which you are riding?

_____ (Hour) : _____ (Min)	AM / PM (circle AM or PM)
----------------------------	---------------------------

C6) Is this the first half or second half of your trip? (Please check one response)

First Half <input type="radio"/> ₁	Second Half <input type="radio"/> ₂	No Answer <input type="radio"/> ₉
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C7) How did you get to the ferry terminal today? (Please check one response)

Bicycled	<input type="radio"/> ₁
Walked	<input type="radio"/> ₂
Drove Vehicle	<input type="radio"/> ₃
Rode with Someone	<input type="radio"/> ₄
Bus / Shuttle (includes transit from Park & Ride)	<input type="radio"/> ₅
Dropped Off	<input type="radio"/> ₆
No answer	<input type="radio"/> ₉

C8) What is your method of boarding the ferry today? (Please circle one response)

1 Walk	2 Bicycle	3 Driver of vehicle	4 Passenger of vehicle	9 No Answer
------------------	---------------------	-------------------------------	----------------------------------	-----------------------

C9) How many minutes did you wait for your ferry today, or how many minutes do you expect to wait before your ferry departure on this ride? (Please check one response)

0 to 10 minutes	<input type="radio"/> ₁
11 to 30 minutes	<input type="radio"/> ₂
31 to 60 minutes	<input type="radio"/> ₃
61 to 90 minutes	<input type="radio"/> ₄
Over 90 minutes	<input type="radio"/> ₅
No Answer	<input type="radio"/> ₉

C10) What type of fare payment are you using for your ferry ride today? *(Please check one response)*

Combined Ferry / Bus monthly pass	<input type="radio"/> 01
Ferry-only monthly pass	<input type="radio"/> 02
Motorcycle fare	<input type="radio"/> 03
Auto / Driver, full fare	<input type="radio"/> 04
Auto / Driver, frequent user coupon	<input type="radio"/> 05
Passenger with bicycle fare	<input type="radio"/> 06
Passenger, full fare	<input type="radio"/> 07
Passenger, senior discount	<input type="radio"/> 08
Passenger, half fare discount	<input type="radio"/> 09
Passenger, frequent user coupon	<input type="radio"/> 10
Recreational Vehicle fare	<input type="radio"/> 11
Truck longer than 20 feet fare	<input type="radio"/> 12
Employer subsidized monthly ferry pass	<input type="radio"/> 13
Other <i>(Please specify :)</i> _____	<input type="radio"/> 14
No Answer	<input type="radio"/> 99

→ PLEASE ANSWER C11 ONLY IF YOU ARE COMMUTING TO OR FROM WORK ON THIS FERRY TODAY ←

C11) Who pays for your ferry toll to work? *(Please check one response)*

Me <input type="radio"/> 1	My Employer <input type="radio"/> 2
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C12) Do you, or does anyone you know, have a disability that affects your ability to ride the ferry?
(Please check one response)

Yes, this applies to me.	<input type="radio"/> 1
Yes, this applies to someone I know who rides the ferry.	<input type="radio"/> 2
No, this does not apply to me at all.	<input type="radio"/> 3

→ QUESTIONS C13, C14 AND C15 ARE FOR DRIVERS AND PASSENGERS OF VEHICLES ONLY ←

C13) In what type of vehicle are you driving or riding? *(Please check one response)*

Auto, SUV, Minivan or pick-up	<input type="radio"/> ₁
Motorcycle	<input type="radio"/> ₂
Camper or RV	<input type="radio"/> ₃
Truck	<input type="radio"/> ₄
Rideshare vehicle	<input type="radio"/> ₅
Public Transit bus	<input type="radio"/> ₆
Other bus <i>(Please specify :)</i> _____	<input type="radio"/> ₇
No Answer	<input type="radio"/> ₉

C14) How many people are riding in your vehicle? *(Please check one response)*

One Person	<input type="radio"/> ₁
Two People	<input type="radio"/> ₂
Three People	<input type="radio"/> ₃
Four People	<input type="radio"/> ₄
Five People	<input type="radio"/> ₅
6 or more Persons	<input type="radio"/> ₆
No Answer / Don't Know	<input type="radio"/> ₉

C15) Are you a registered rideshare vehicle? *(Please circle one response)*

1 Yes - Vanpool	2 Yes - Carpool	3 No	9 Don't Know / No Answer
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D1) What is your zip code at home? _____

D2) Which of the following categories includes your age? *(Please check one response)*

16 to 18	<input type="radio"/> ₁	18 to 24	<input type="radio"/> ₂	25 to 34	<input type="radio"/> ₃	35 to 44	<input type="radio"/> ₄
45 to 54	<input type="radio"/> ₅	55 to 64	<input type="radio"/> ₆	65 or older	<input type="radio"/> ₇	Prefer not to answer	<input type="radio"/> ₉

D3) Are you male or female? *(Please check one response)*

Male	<input type="radio"/> ₁	Female	<input type="radio"/> ₂	Prefer not to answer	<input type="radio"/> ₉
------	------------------------------------	--------	------------------------------------	----------------------	------------------------------------

D4) What is your employment status? *(Please check one response)*

Employed full-time	<input type="radio"/> ₁	Employed part-time	<input type="radio"/> ₂	Not Employed	<input type="radio"/> ₃	Homemaker	<input type="radio"/> ₄
Military Personnel	<input type="radio"/> ₅	Student	<input type="radio"/> ₆	Retired	<input type="radio"/> ₇	Prefer not to answer	<input type="radio"/> ₉

D5) What is your ethnic background? *(Please check one response)*

White	<input type="radio"/> ₁	Black / African American	<input type="radio"/> ₂	Asian / Pacific Islander	<input type="radio"/> ₃
Native American / Alaska Native	<input type="radio"/> ₄	Hispanic	<input type="radio"/> ₅	Other:	<input type="radio"/> ₆

D6) What is the highest level of education you completed? *(Please check one response)*

Grade School Or less	<input type="radio"/> ₁	Some High School	<input type="radio"/> ₂	High School Graduate	<input type="radio"/> ₃	Technical Training Beyond High School	<input type="radio"/> ₄
Some College	<input type="radio"/> ₅	College Graduate	<input type="radio"/> ₆	Graduate School	<input type="radio"/> ₇	Prefer not to answer	<input type="radio"/> ₉

The following question will be used for classification purposes only and for analysis of

D7) What is your annual household income before taxes? *(Please check one response)*

Less than \$15,000	<input type="radio"/> ₁	\$15,000 to \$34,999	<input type="radio"/> ₂	\$35,000 to \$49,999	<input type="radio"/> ₃
\$50,000 to \$74,999	<input type="radio"/> ₄	\$75,000 to \$99,999	<input type="radio"/> ₅	More than \$100,000	<input type="radio"/> ₆

Thank you for completing this survey!
Completed surveys may be returned to
onboard survey personnel
or sent directly to:

Northwest Research Group
400 108th Ave NE #200
Bellevue, WA 98004